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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No. : 10/689,764  
Confirmation No. :  
Applicant : Jeffrey John Kester, et al.

Filed : October 21, 2003  
Title : COMPOSITIONS FOR REDUCING  
HYPERCHOLESTEROLEMIA AND  
CONTROLLING OF  
POSTPRANDIAL BLOOD  
GLUCOSE AND INSULIN LEVELS

I, Mary A. Kocaja, hereby certify that this correspondence is being deposited with the U.S. Postal Service as first class mail in an envelope addressed to Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date of my signature.

*Mary A. Kocaja*  
Signature  
1-13-04  
Date of Signature

TC/A.U. : Unknown  
Examiner : Unknown

Docket No. : 066544-9011

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**SUBMISSION OF REPRESENTATIVE  
TESTS AND DATA**

Sir:

Applicant submits herewith a variety of test examples and data that were discussed with Examiner Helen Pratt during prosecution of application nos. 09/828,016, 09/827,863, 09/828,018, 09/827,802, 09/828,015 and 09/827,436 each of which was filed on April 6, 2001, and each of which is assigned to the assignee of the present invention. More particularly, during the prosecution of these other applications, the undersigned discussed with Examiner Pratt a variety of developmental and experimental taste tests that the original assignee of these applications, namely Procter & Gamble (P&G) conducted. P&G conducted these tests, and later filed these applications, before Michael, Best & Friedrich LLP (MBF) assumed responsibility for the prosecution of these applications on behalf of the current assignee. In other words, MBF was not directly involved in designing or conducting these tests, evaluating the data, or preparing the applications. The undersigned met with representatives of P&G to discuss the tests and the data obtained therefrom.

Because of the volume of the test data, the undersigned and Examiner Pratt decided that Applicant should submit a representative sample of each type of test example and data as the Applicant understood it. Examiner Pratt subsequently studied this submission, and concluded that none of these examples constituted prior art.

In any event, Applicant is following the same approach for the present application, and is submitting the following representative examples.

A. Non-P&G Employee Blind Taste Tests. Taste samples were provided to panelists outside of P&G. Panelists were asked to eat as much of the test sample as they wished, to form a definite opinion of the product, and to rate their opinion of the overall taste (e.g. flavor, texture, etc.) of the test sample. The concept was not disclosed to the panelists. As used herein, the term “concept” refers to the notion of developing “nutritionally balanced” good-tasting snacks. No other information or product description was given to or retained by the panelists. These were strictly blind taste tests. Examples of facilities at which this test, as well as the other tests listed below, were conducted include churches and schools.

B. P&G Employee Home Use Tests. Taste samples were given to P&G employees and their families for household use. Therefore, a strong expectation of secrecy existed. It is the undersigned’s understanding that the most, if not all, of these samples did not meet at least one of the requisite protein, fiber or fat requirements for a “nutritionally balanced” food. Brief instructions and an evaluation form were distributed to the panelists.

C. Non-P&G Employee Concept Tests with Confidential Disclosure Agreement (CDA).

These tests were conducted over the Internet, but with security measures. More particularly, CDAs, firewalls, and/or passwords were used. The concept and accompanying details were then disclosed to panelists, and their reactions were recorded. An example CDA is shown in the document marked “C”. The panelists did not retain any tangible information.

D. Non-P&G Employee Concept Tests without CDA. Outside panelists were exposed to a concept statement and different food profiles. However, most, if not all, of the profiles fell outside each of the claimed ranges of protein, fat and fiber. The panelists’ reactions to the concept were recorded, but the panelists did not retain any tangible information.

E. Non-P&G Employee Concept and Taste Tests with CDA. Outside panelists were exposed to a concept statement and different food profiles. The panelists executed CDAs. An example CDA is attached to the document marked “E.” Some of the food

profiles may have fallen within the claimed ranges of protein, fat and fiber. The panelists' reactions to the concept were recorded, but the panelists did not retain any tangible information.

F1. Appearance Test. Panelists were asked to view a snack display, and indicate how well they liked or disliked the appearance (shape and size) of the new snack. The concept and profile were not disclosed. The results were recorded.

F2. Flavor Selection Test. Panelists were presented with a list of various flavor ideas for a new snack. A very generic description of the new snack accompanied a questionnaire. The profile was not given. The questionnaires comprised a list of flavor ideas. Panelists were asked to provide their opinion on the flavor ideas.

G. Non-P&G Employee Home Use Tests with CDA. Taste samples were given to non-P&G employees for household use under a CDA. No concept or description was disclosed. This was a blind taste test.

H. Heart and Diabetic Concept Tests. Recruited P&G employees having heart and/or diabetic health concerns were given nutritional-fact sheets of different snacks under an expectation of privacy. The employees were not allowed to take the sheets home. The employees' reactions to the fact sheets were recorded.


I. Non-P&G Employees Comparative Description Concept Tests. Panelists outside of P&G were provided with a description of nutritionist-formulated snacks having natural ingredients and being golden baked for a deliciously enjoyable taste. The actual amounts of calcium, protein, fiber, carbohydrates, fat etc. that the snacks comprised were not disclosed. Instead, the actual amounts of these components were compared to other food items. For example, the amount of calcium was identified as being "as much as a glass of milk," the amount of fiber "being as much an apple," and so on. The panelists did not retain any tangible information. Some of these disclosures were made under a CDA; some were not. The particle size and water absorption characteristics were not disclosed.



### CONCLUSION

The Examiner's consideration of the tests and data, and acquiescence to Examiner Pratt's conclusion that the tests and data do not constitute prior art, are respectfully requested. The Examiner is encouraged to contact the undersigned at the phone number identified below, should the Examiner disagree with Examiner Pratt's conclusions.

Respectfully submitted,



Gregory J. Hartwig  
Reg. No. 46,761

Docket No.: 066544-9011  
Michael Best & Friedrich LLP  
100 East Wisconsin Avenue  
Milwaukee, Wisconsin 53202-4108  
(414) 271-6560

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A

EARLY ACCEPTANCE TEST REQUEST  
REGULAR TASTE TEST

**PLEASE COMPLETE A SEPARATE TEST REQUEST FOR EACH 70 BASE TEST**

TODAY'S DATE 12/13/99 REQUESTED TEST DATE 12/13/99-1/31/99  
Panel Location local X or Secure X

TEST TITLE Rainbow Patent Product Benchmark  
leg number \_\_\_\_\_ total legs in sequence 4

Product	Code	Description
Bar	KA1	Kashi Go Lean-Honey Vanilla Yogurt
Bar	PB1	PowerBar Essentials-Chocolate Peanut Butter
Bar	RC1	SB9 cracker (11-18-7) w/P&G Control Inter. cheese
Bar	M2	Cliff Bar-Cookies n' Creme

PURPOSE OF TEST AND EXPECTED RESULTS: Benchmarking taste acceptance of P&G prototypes and competitive bars. Panelists will not keep product after testing. Panelists will taste the panel product and return unused portion to test administrator.

TIME REQUIRED PER RESPONDENT: 5 to 7 minutes

PANELIST TASK: Taste sample product & fill out questionnaire

SPECIAL INSTRUCTIONS: Food allergy screener to be used

ARE THERE ANY NON-APPROVED INGREDIENTS IN ANY SAMPLE? NO X YES \_\_\_\_\_  
If yes complete a product clearance form

ARE YOU USING A NEW OR CHANGED QUESTIONNAIRE? NO X YES \_\_\_\_\_  
A sample of the new questionnaire must be in the EAT office 3 days before the test

\*PATENT DIVISION SIGNATURE [Signature] 12/13/99 (Approved Product List Attached)  
**REQUIRED ON ALL TESTS if not completed request will be returned and could cause a scheduling delay**

REQUESTER'S NAME Hsin Tsai

PLEASE PRINT

REQUESTER'S SIGNATURE [Signature] PHONE # 4-5339

ROOM # F2N14 CHARGE# 7558

REQUESTER'S DEPARTMENT AND A.D. F&B NBD - A. J. Papa

THE SECURITY RISKS ASSOCIATED WITH THIS TEST HAVE BEEN REVIEWED AND ARE ACCEPTABLE: R. N. Reinhart [Signature]  
SIGNED BY PERSON AUTHORIZED FOR THIS RESPONSIBILITY

EAT PERSONNEL USE:

TEST DATE \_\_\_\_\_ LOCATION \_\_\_\_\_  
TIME \_\_\_\_\_  
DELIVER TIME \_\_\_\_\_  
GIVE DIRECTIONS YES \_\_\_\_\_ NO \_\_\_\_\_



PRODUCT CODE:	<b>PB1</b>
------------------	------------

Panelist Name:	
Date:	

**TASTE TEST QUESTIONNAIRE – Part 1**

*Before tasting the test sample, please answer each of the following questions, which will be used only to divide our interviews into groups.*

1. Are you female or male? (X One Box)

female ☐ 1

male ☐ 2

2. Which group below describes your age? (X One Box)

Age 18-24 ☐ 1

Age 25-34 ☐ 2

Age 35-44 ☐ 3

Age 45-54 ☐ 4

Age 55-64 ☐ 5

Age 65 years or older ☐ 6

3. Which of the following best describes your ethnic group? (X One Box)

Asian ☐ 1

Black ☐ 2

Hispanic ☐ 3

Caucasian ☐ 4

Other ☐ 5

4. Which of the following phrases best describes how well you like or dislike Chocolate Peanut Butter flavor. (X One Box)

Like extremely well ☐ 1

Like very well ☐ 2

Like quite well ☐ 3

Like somewhat ☐ 4

Like slightly ☐ 5

Not like at all ☐ 6

**Please turn the page and continue with the questionnaire**

## TASTE TEST QUESTIONNAIRE – Part 2

**PLEASE TAKE A BITE OF CRACKER AND A SIP OF WATER BEFORE TASTING THE TEST SAMPLE. READ THE FOLLOWING PANELIST INSTRUCTIONS BEFORE COMPLETING THE SCALE BELOW.**

### Panelist Instructions:

- Eat as much of the test sample as you wish in order to form a definite opinion of the product.
- On the scale below, please rate your opinion of your OVERALL TASTE (e.g., flavor, texture, etc.) of the test sample.
- You will notice the scale ranges from 0 to 100 with the following scale descriptions: Excellent” (100), “Very Good” (75), “Good” (50), “Fair” (25) and “Poor” (0).
- There are also five point increments in between each scale description to choose from as well for your answer.
- You may choose any one number on the scale to represent your opinion.

Using the entire scale below, please circle which ONE of the following scale numbers best represents your opinion of the OVERALL TASTE (e.g., flavor, texture, etc.) of the test sample you just tried:

<u>Taste Rating Scale</u> (circle one)	<u>Scale Description</u>
100	Excellent
95	
90	
85	
80	
75	Very Good
70	
65	
60	
55	
50	Good
45	
40	
35	
30	
25	Fair
20	
15	
10	
5	
0	Poor

A 003

*Thank you for your help with this study. Please return the completed questionnaire to the test administrator.*

1028test



EARLY ACCEPTANCE TEST REQUEST  
REGULAR TASTE TEST

**PLEASE COMPLETE A SEPARATE TEST REQUEST FOR EACH 70 BASE TEST**

TODAY'S DATE 03/02/00 REQUESTED TEST DATE 03/03/00 - 03/06/00  
Panel Location \_\_\_\_\_

TEST TITLE Rainbow Product Benchmark

<u>Product</u>	<u>Code</u>	<u>Description</u>
Non Profile Crackerbreads filled with Peanut Butter, Cheddar or Cream Cheese Fillings. See attached P&RS request.		

PURPOSE OF TEST AND EXPECTED RESULTS: Benchmark Acceptance P&G prototypes and Benchmark breakage and protection of packaging (new questionnaire). Panelists (P&G employees or their spouses) will sign a food allergy screener and olestra consent form (attached) prior to receiving test product or viewing concepts. **Security CA will be signed by parties receiving product 4/4K 3/3/00**

TIME REQUIRED PER RESPONDENT: 5 to 7 minutes

PANELIST TASK: Take product home, taste sample product & fill out questionnaire (test ends 3/6/00). Panelists will be asked to participate in focus groups.

SPECIAL INSTRUCTIONS: Food allergy screener to be used

ARE THERE ANY NON-APPROVED INGREDIENTS IN ANY SAMPLE? NO X YES \_\_\_\_\_  
If yes complete a product clearance form

ARE YOU USING A NEW OR CHANGED QUESTIONNAIRE? NO \_\_\_\_\_ YES X \_\_\_\_\_  
A sample of the new questionnaire must be in the EAT office 3 days before the test

\*PATENT DIVISION SIGNATURE [Signature] 3/3/00 (Approved Product List Attached)  
**REQUIRED ON ALL TESTS if not completed request will be returned and could cause a scheduling delay**

REQUESTER'S NAME Tamara Kearney

REQUESTER'S SIGNATURE [Signature] PHONE # 4-5867

ROOM # F2N14 CHARGE# 7558

REQUESTER'S DEPARTMENT AND A.D. F&B NBD - A. J. Papa

THE SECURITY RISKS ASSOCIATED WITH THIS TEST HAVE BEEN REVIEWED AND ARE ACCEPTABLE: R.N. Reinhart [Signature]  
SIGNED BY PERSON AUTHORIZED FOR THIS RESPONSIBILITY

**COVER PAGE - To be Used Only For North America F&B Tests**  
**P&RS CLEARANCE FOR CLASS 3 AND CLASS 4 CONSUMER TESTS**

NA P&RS USE ONLY	
P&RS RSR # _____	The proposed test is cleared for placement:
Date Received: _____	P&RS Contact
Test date: _____	Regulatory _____ signature _____ date _____
Test location: _____	Human Safety _____ signature _____ date _____
Originator: _____	Microbiology _____ signature _____ date _____
	P&RS Regional Manager * _____ signature _____ date _____
	* see chart below

**1. P&RS Comments:**

**Note:** For all Class 3 tests: All panelists must be screened to exclude those who have allergies/adverse reaction to food (except 100% roasted ground coffee tests).

**Other:**

P&RS Reviewer \_\_\_\_\_ Date \_\_\_\_\_

**PD fills out #2 and 3 on this cover sheet and PD portion of Global Form attached. CBA in training folder.**

**2. PD- Please check one of the consumer test categories below if North American test:**

Test Category	Product	Packing Involved?	Who Signs?	*P&RS Regional Manager
<input checked="" type="checkbox"/> <b>Standard Approval</b>	Test	yes - packing will be first packing of this test product	-Human Safety -Regulatory in country of test -Micro -P&RS Regional Manager	<b>Primary:</b> Category Regulatory SH (MMB or RAD) <b>Backup:</b> P&RS AD or other designee
<input type="checkbox"/> <b>Expedited Test # A</b>	Only currently marketed product in geography tested	No	-P&RS Regional Manager	<b>Primary:</b> Category Regulatory contact (ARR, DJL or MRT) <b>Backup:</b> Category Regulatory SH
<input type="checkbox"/> <b>Expedited Test # B</b>	Only currently marketed product in geography tested	Yes, if repacking area meets GMPs, sanitation requirements and has ongoing micro validation	-Micro -P&RS Regional Manager	<b>Primary:</b> Category Regulatory contact (ARR, DJL or MRT) <b>Backup:</b> Category Regulatory SH

**3. PD- provide Microbiological Reference to allow clearance of test samples for Standard Test:**

Cracker Bars: SAFB1688 or Qlab # 59714 see RSR 00-081  
 Fillings: See formula sheets for reference #s

**NOTE: North American Timing:** 2 days for NA Consumer Test with North American test product  
 5 days for NA Consumer Test with Imported test product

shared/QAGMP/GlobalP&RS/NAcovertest.doc

**CONFIDENTIAL**

PROCTER & GAMBLE  
FOOD & BEVERAGE SECTOR  
REQUEST FOR P&RS ASSESSMENTS (RSR)

RSR N .

RSR No.:  
(To be assigned by P&RS)

**TASTE/CONSUMER USE TEST RSR**

FROM: Tamara J. Kearney (Name in Print) EMAIL NAME: Kearney-TJ  
DEPARTMENT & LOCATION: NBD Rainbow F2B27 PHONE/FAX: 4-5867/4-7564

Select one only:

To: ☒ U.S.A., Canada, Latin America:  
☐ Asia/Pacific:  
☐ Europe/Meage:

Tabitha Ruter, F3A00/WH, U.S.A. (Fax: x-1813)  
Kumiko Ohtagaki, Kobe Tech. Center, Japan (Fax: x-6950)  
Wencke Leyens-Wiedau, Eschborn 8803, Germany (Fax: x-6648)

**To be completed by Regional P&RS**

Date Received: \_\_\_\_\_ Global P&RS Due Date: \_\_\_\_\_  
Regional P&RS Due Date: \_\_\_\_\_  
Local P&RS Due Date: \_\_\_\_\_  
Dat Completed: \_\_\_\_\_  
**RSR Assessments:**  
Regulatory: GLOBAL P&RS REGIONAL P&RS LOCAL P&RS Contact for Local P&RS  
name: \_\_\_\_\_  
phone: \_\_\_\_\_  
fax: \_\_\_\_\_  
Safety: \_\_\_\_\_  
Microbiology: \_\_\_\_\_  
Title to be used for Assessments: \_\_\_\_\_

An assessment of this request has been provided by P&RS Human Safety and P&RS Regulatory.

Comments: ☐ yes/ ☐ no (If yes: see attached summary from Regional P&RS Manager)

Contingency/ies: ☐ yes/ ☐ no

Regional P&RS Manager: Name \_\_\_\_\_ Title \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

**To be completed by PDD**

RSR for:  
RSR Classification: ☐ Taste Test (Class 3) ☒ Consumer Use Test (Class 4)  
Countries of Test Placement: USA \_\_\_\_\_ (e.g. Pringles, Sunny Delight, etc.)  
Product Category: Rainbow \_\_\_\_\_

Activity: ☒ New Brand/Flavour ☐ Formula Change ☐ new geography:  
☒ Package Change ☐ Sourcing Site Change ☐ other: \_\_\_\_\_

**Product(s) and Variant(s):**

- Rainbow Crackerbreads in all 3 flavor varieties ( Cheddar, Veggie Cream Cheese, Peanut Butter)

Completion of this form is required for all taste tests and consumer use tests. Please complete all sections of the request form as they apply to test product. For cross-regional Testing the completed and correct package should be submitted to F&B P&RS at least **FIVE business days** prior to placement in USA, Canada and Germany and **FIFTEEN business days** prior to placement in another country. Within a country expedited arrangements can be agreed between Product/Package Development Originator and F&B Regional P&RS Category contact. (1\* see CBA for taste/consumer test timing if NA test)

Date Request Submitted: 2/2/00 Date of Test Placement: 2/3/00  
Date Assessment Required: 2/3/00 Comments: \_\_\_\_\_

PDD Originator: T.J. Kearney \_\_\_\_\_  
Verifies correctness of contents Name Signature Date Tel. No. \_\_\_\_\_

PDD Approval (Section Head): \_\_\_\_\_  
Nam Signature Date T I. No. \_\_\_\_\_  
(For US/Canada: PDD SH signatur confirms that all QA/GMP requirements are met for this test.)

1. **DESCRIPTION OF TEST:** Benchmark Acceptance and breakage of P&G prototypes that do not meet the rainbow profile. Panelists will sign a food allergy screener (attach d) prior to receiving test product. No concept will be shown. P&G families will take home product prototypes to eat over the weekend and return questionnaire on Monday. A focus group will be held to debrief panelist family representatives.

Location: Cincinnati - HCRC families

Number of Test Legs	Number of Subjects	Target Age Group	Amount per Single Use	Frequency of Use	Duration
1	30	All ages test for families	2 crackerbreads	4 single uses per family for duration of test	3/3/00 - 3/6/00

GIVE A BRIEF DESCRIPTION OF TEST PROTOCOL (Specify products in each leg)

2. **DESCRIPTION OF TEST PRODUCT (S):**

P&G PRODUCT/S	Product Lab code or formula code	Previous Clearances (specify RSR number/s and country/ies under which product/similar product was cleared previously)	specify differences from product cleared under specified RSR number/s
a) cracker	SBXII-2-25-00 batch 6	RSR 00-081	same product
b) cheddar filling	WHS 1514-189	RSR 00-028	more fat, less protein, less fiber
c) veggie cream cheese filling	WHS 1514-189	RSR 99-316	more fat, less protein, less fiber
peanut butter filling	WHS 1514-153	RSR 00-042	same product

COMPETITOR PRODUCT/S	Manufacturer/Distributor	Specify country of purchase for competitor products
a) NONE		
b)		

3. **PACKAGING INFORMATION (Consumer Use Test only):**

- Specify unit size(s), container type and packaging composition for all test products and also include any bulk packaging/shipping container materials and inserts (if applicable)

120 gram box which includes 4 servings. Each serving = 30 grams. Each serving is made of 2 sandwiched crackerbread products.

- Specify for marketed products if original packaging is used or if product is repacked.

If all products/packages have been cleared under previous RSR's for equivalent type of Test (or higher exposure) or any form of marketing in the country of testing, then proceed to the end of this form.

4. **PRODUCT FORMULATION INFORMATION:**

- Attach quantitative product formula for all non-competitor test products (weight percentage or g/100g) (list ingredients by decreasing order of weight; include RMS number; do not use trade names; list carry-overs present in final product; provide formula code/number - if available)

5. **FOR RAW MATERIALS/FLAVORS/SEASONINGS/PROCESS AIDS/PACKAGE MATERIALS NOT USED IN PRIOR TESTING OR MARKETING IN THE COUNTRY:**

- Attach Technical Data Sheet, Material Safety Data Sheet (if applicable) and Regulatory Confirmation that the material meets applicable country regulatory requirements
- additionally for Consumer Use Tests:



requested attachments been received by P&RS? ☒ Yes (see attached) ☐ In Process

2. For products with Seasonings: Are confidential new Seasoning Formulas and new Flavour Formulas (of flavours used in Seasoning) on file within P&RS? ☐ Yes ☐ In Process ☐ No ☒ NA

(2\* confidential info is not needed for North American tests as long as supplier data from (5-1) is available)

6. **LABEL INFORMATION:**

**Taste Tests:** If required for Country of Test placement, attach completed Technical Label Information Form/s or copy/ies of label/s for all Test products. Attach copy/ies of label/s for all competitor products.

**Consumer Use Tests:** Attach copy/ies of label/s for all test products (including labels used in test) and copy/ies of label/s for all competitor products

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# Product Front Label

Filled Snack Test Product

\* Cheddar Cheese

\* Veggie Cream Cheese

\* Peanut Butter

Rainbow Ingredient Statements  
Revised 2/29/00

Peanut Butter

Enriched wheat flour (contains niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), peanut flour, olestra (olean brand), sugar, soy protein, and maltodextrin (dietary fiber). Contains 2% or less of: bran, oats, almonds, egg whites, corn syrup, malt syrup, peanut oil, salt, wheat fiber, leavening (sodium bicarbonate, ammonium bicarbonate, monocalcium phosphate, sodium aluminum phosphate), wheat gluten, calcium carbonate, fully hydrogenated vegetable oil (rapeseed and soybean oil), dough conditioner (L-cysteine), rennet casein, whey isolate, alpha tocopherol acetate (vitamin E), vitamin A palmitate, vitamin K, vitamin D, thiamine hydrochloride (vitamin B1), riboflavin (Vitamin B2), niacin (Vitamin B3), pyridoxine hydrochloride (vitamin B6), vitamin B12, ascorbic acid (vitamin C), zinc citrate trihydrate, and reduced iron, and natural flavors.

Cheddar Cheese Cracker

Enriched wheat flour (contains niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), olestra (olean brand), cheese powder (american cheese(milk, cheese culture, salt, enzymes, annatto), whey, salt, sodium phosphate, lactic acid, yellow 5, yellow 6), whey isolate, maltodextrin(dietary fiber), , soy protein, sugar, and corn syrup solids. Contains 2% or less of: bran, oats, malt syrup, almonds, egg whites, partially hydrogenated vegetable oil (cottonseed, and/or soybean), salt, wheat fiber, corn syrup, wheat gluten, cheese powder (cheddar cheese (milk, cheese culture, salt, enzymes), cream, salt, sodium phosphate, lactic acid), leavening (sodium bicarbonate, ammonium bicarbonate, monocalcium phosphate, sodium aluminum phosphate), dough conditioner (L-cysteine), calcium carbonate, rennet casein, alpha tocopherol acetate (vitamin E), vitamin A palmitate, vitamin K, vitamin D, thiamine hydrochloride (vitamin B1), riboflavin (Vitamin B2), niacin (Vitamin B3), pyridoxine hydrochloride (vitamin B6), vitamin B12, ascorbic acid (vitamin C), zinc citrate trihydrate, reduced iron, and natural flavors.

Cream Cheese Cracker

Enriched wheat flour (contains niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), olestra (olean brand), maltodextrin(dietary fiber), whey isolate, soy protein, cheese powder (cheddar cheese (milk, cheese culture, salt, enzymes), cream, salt, sodium phosphate, lactic acid), , mozzarella cheese powder(pasteurized part-skim milk, cheese culture, salt, enzymes), sodium phosphate, lactic acid ,sugar, and corn syrup solids. Contains 2% or less of: bran, oats, malt syrup, almonds, egg whites, reduced iron, dried carrots, dried red bell peppers, dried green peppers, dried celery, partially hydrogenated vegetable oil (cottonseed, and/or soybean), salt, wheat fiber, corn syrup, wheat gluten, leavening (sodium bicarbonate, ammonium bicarbonate, monocalcium phosphate, sodium aluminum phosphate), dough conditioner (L-cysteine), calcium carbonate, rennet casein, , alpha tocopherol acetate (vitamin E), vitamin A palmitate, vitamin K, vitamin D, thiamine hydrochloride (vitamin B1), riboflavin (Vitamin B2), niacin (Vitamin B3), pyridoxine hydrochloride (vitamin B6), vitamin B12, ascorbic acid (vitamin C), zinc citrate trihydrate, and natural flavors.

## Formula Sheet

Product Number/Flavor	Ingredients	1	2	3	4	5	6	7	8
	Corn Syrup	0.62	/	/	/	/	/		
	Malt Syrup	1.24	/	/	/	/	/		
	Olean	2.13	/	/	/	/	/		
	Water	13+	20	14	18	19	20		
	enzyme Tab	1 tab.	/	/	/	/	/		
	Sugar	5.6	/	/	/	/	/		
	Salt	0.3	/	/	/	/	/		
	L-cysteine	0.042	/	/	/	/	/		
	Vit. ADK	28.5g	/	/	/	/	/		
	Levain	0.76	/	/	/	/	/		
	Rennet Casein				2	Ø	Ø		
	Wheat Gluten	2	/	/	/	/	/		
	Flour	45	38	45	45	39.6	38		
	Fibersol	1	/	/	/	/	/		
	Vitacel 600/30	3.5	3	3.5	3.5	3	3		
	Soy Protein (Supro 661)		7.7	Ø	5	6.6	7.7		
	Sodium Caseinate								
	Calcium Caseinate								
	Egg Albumen	5	Ø	3	1.5	Ø	Ø		
	Soda	0.95	/	/	/	/	/		
	Regent 12XX	0.76	/	/	/	/	/		
	Ammonium Bicarbonate	2.4	/	/	/	/	/		
	Ammon. Water	2.9	/	/	/	/	/		
	Calcium Carbonate	2	-	-	-	-	-		
	Whey Isolate	4.3	3	7	1.5	2.5	3		
	Time	7:10	8:10	10:15	11:35	12:45	2:15		
	Temperature	80°	54°	84°	84°	84°	84°		

Date 1/18/00

P&amp;G R strict d

Subject \_\_\_\_\_

Objective: To develop a peanut butter filling to be used as a  
dip for patent testing working

## Step #1 Reduced Fat Peanut butter

BATCH SIZE

600.0

Material	micro clearance	RMS	Lot Release Code	Parts	%	Grams
Roller Mill peanut flour	C3P81	NA	Jif roast 20% fat	69.5	69.5	417.0
soy bean olestra	C2P381	NA	WHS 110-128	30.5	30.5	183.0
vitamin mix add 0.0023g/lg of olestra			#44359			0.0
			TOTAL	100.0	100.0	600.0

1. Weigh out the roller mill peanut flour and the olestra together.
2. Add the vitamins. Blend using a heated at 150 F Hobart and mix for 20 minutes at speed setting #1.

## Step #2

Material		RMS	Lot Release Code	Parts	%	Grams
Roller Mill peanut solids mix (see above)		NA	see above	52.5	52.5	315.0
12X sucrose	C2P381	42578	GS#212971	16.0	16.0	96.0
Morton Salt		NA	OZ-203	1.1	1.1	6.5
Fibersol	C3P71	NA	OZ-203	5.4	5.4	32.4
soy bean olestra	C2P381	NA	WHS 110-157	15.0	15.0	90.0
corn syrup solids	C2P381	NA	OZ-037	10.0	10.0	60.0
vitamin mix add 0.0023g/lg olestra			#44359			
			TOTAL	100.0	100.0	599.9

1. Preheat a jacketed Hobart for 1 hour until it reaches 150 F prior to mixing.
  2. Blend together the olestra, sucrose, fibersol, corn syrup solids and salt in a heated Hobart for 1 hour. Add vitamins.
  3. Add the roller mill peanut solids mixed in Step#1 to the sucrose, salt, fiber mix.
- Blend in Hobart (150 F) for 40 minutes at speed setting #1.
4. Store at room temperature until ready to use.

TOTAL WEIGHT	6.3
CRUMB : FILLING	0.00001
SERVING SIZE (g)	40
WEIGHT FOR 2 CRACKERS	0.00
WEIGHT FILLING	6.30
RACKER = X-1-21-3	
PERCENT CRACKER/CRUMB	PERCENT
LOUR	0.00
SOY PROTEIN	0.00
SALT	0.00
SALT (OLEAN)	0.00
LEAVENING & INERT	0.00
SALT	0.00
SUGAR	0.00
SUGAR/CARBS	0.00
PROTEIN (WHEY)	0.00
SALT BRAN CONC.	0.00
	0.00

FAT	0
FAT (OLEAN)	31.04
HARDSTOCK	
PEANUT BUTTER	
PEANUT PASTE	
PEANUT FLOUR	38.5
SALT	1.1
SOY PROTEIN	0
TOTAL STARCH	0
CORN SYRUP SOLIDS	10
SUGAR	16
FIBERSOL	5.38
PROTEIN (WHEY)	0
OAT BRAN CONC.	0.00
TOTALS	100.00

PEANUT FLOUR FAT = 20%

OUTPUT	40	50
TOTAL PRODUCT	SERVING	REF. SERVING
OLEAN	12.42	15.62
FAT	2.92	3.68
PROTEIN	6.61	7.01
CARBO	13.68	17.38
FIBER	3.69	4.61
SODIUM	173	216.70
INERT	1.04	1.30
WATER	0.00	0.00
CALORIES	101.3	128.65
CALORIES/GRAM	2.53	3.17
TOTAL SOY PROTEIN	0.00	0.00
WEIGHT CRACKER	0.00	
WEIGHT FILLING	6.30	
CRACKERS/SERVING	6.36	

Worker's Signature

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1/18/00

Corroborating Witness

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3/1/00

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Objective: To develop a yellow cheese and a cream cheese filling for presentation. Fillings are not target for fat, fiber and protein.

Approach:

a) Cheddar cheese

BATCH SIZE						300.0
Material	Micro clearancet	RMS	Lot Release Code	Parts	%	Grams
Olestra	C2P381	no	WHS 110-128	30.0	30.0	90.0
Kaomel flakes	C3p38	no	OZ-171	3.0	3.0	9.0
Kraft Cheezing cheese	C2P456	no	OZ-094	36.0	36.0	108.0
soy protein Suppro 661	C2P464	no	OZ-024	3.0	3.0	9.0
fibersol	C3P71	no	OZ-202	10.0	10.0	30.0
Corn Syrup Solids	C2P381	42751	SS5447	10.0	10.0	30.0
whey protein	C3P71	no	OZ-183	6.0	6.0	18.0
cheese flavor 1030WYF	C3P14	no	OZ-191	2.0	2.0	6.0
TOTAL				100.0	100.0	300.0

b) Cream cheese

BATCH SIZE						300.0
Material	micro clearanc	RMS	Lot Release Code	Parts	%	Grams
Soybean Olestra	C2p381	no	WHS 110-128	30.0	30.0	90.0
Kaomel flakes	C3p35	no	OZ-171	3.0	3.0	9.0
Cream Cheztang	C3	no	OZ-172	18.5	18.5	55.5
mozzarella zing	C3p13	no	OZ-140	18.5	18.5	55.5
soy protein Suppro 661	C2p488	no	OZ-024	3.0	3.0	9.0
fibersol	C3p71	no	OZ-037	10.0	10.0	30.0
Corn Syrup Solids	C2p381	42751	SS5447	10.0	10.0	30.0
whey protein	C3p71	no	OZ-191	6.0	6.0	18.0
Red& green peppers	C3P105	no		0.7	0.7	2.1
chives	C3P105	no		0.3	0.3	0.9
TOTAL				100.0	100.0	300.0
vitamin mix add 0.0023g/1g of olea		NA	#44359		0.0	0.0

1. Weigh out the Fibersol in a separate bowl.
2. Weigh out the rest of the dry ingredients together (cheese powder, soy, corn syrup solids etc...)
3. Weigh the olestra and the Kaomel flakes together.
4. Melt the olestra and kaomel flakes together in the microwave for 1 minute set on Hi. Continue to microwave in 30 second increments until completely melted. Add vitamins.
5. Blend the melted fat and the fiber and mix in the KitchenAid for 1 minute on low speed.
6. Add the rest of the dry ingredients to this mixture and mix for 1 minute on low speed and then 2 minutes at speed setting #5. Store until ready to use.

Work r's Signature



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Corroborating Witn ss

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**SMURFIT-STONE  
CONTAINER  
CORPORATION**

FOLDING CARTON & BOXBOARD MILL DIVISION  
National Sales Office  
407 Charles Street, Middletown, OH 45042  
813/424-4171 Fax: 513/424-4179

**Fax**

FDA + MSDS  
for U Bouch

To: Lewis Tucker From: Mike Laurian  
Fax: 634-1617 Pages: 2  
Phone: \_\_\_\_\_ Date: 10-8  
Re: \_\_\_\_\_ Copy: \_\_\_\_\_

☐ Urgent ☐ For Review ☐ Please Comment ☐ Please Reply ☐ Please Recycle

• Comments:

Lewis -  
let me know if you need  
anything else.

I will fax you a cost per  
this trial today.

Mike

FDA + MSDS  
Letter  
From Sintered Stone  
for their 4 brands

Jonquière, October 6<sup>th</sup>, 1999

**Sylvacycle, Sylvacycle QSR, Sylvatech and Sylvatech Plus paperboard FDA compliance**

Dear Customer,

All three grades of paperboard manufactured by Paperboard Jonquière are made on a threewire fourdrinier machine. The bottom and top plies are made with elemental chlorine free hardwood and softwood virgin kraft pulp. The middle ply, or filler, is made with thermo-mechanical pulp (TMP) for Sylvatech Plus paperboard; a mixture of TMP and a marginal amount of waste paper (post-industrial) for Sylvatech paperboard, a mixture of TMP and a higher percentage of recycled paper (35 % is post-consumer) for Sylvacycle QSR, Sylvacycle and Microcycle paperboard..

The manufacturing process and ingredients used to produce all three grades are FDA approved and meet the following criterias. We do not use any bleaching agents in our operation.

**Coneg Heavy metal content**

The CONEG model includes lead, chromium, cadmium and mercury. We test these metals at least every quarter. The CONEG norm is 250 parts per million; we found total concentrations of 10 to 30 parts per million in all our tests.

**Bacterial count**

We test for bacterial count every month. There is no norm for dry or fatty and aqueous food packaging, but for applications found in 21 CFR 176.170 and 176.180, 4,000 colonies per gram has been found acceptable. Usually we obtain results below 3,000 colonies. We are able to achieve this with our extended biocide mix and the frequent boiling of our pulp circuits. Since two years we have swab tests made on the two surfaces of the board on a montly basis and we never discovered bacterias on the surfaces.

**Simulated food extraction tests**

We make simulated food extaction tests with water and heptane twice a year at an independent lab. For the last two years, our results have been under the limits prescribed by the CFR 176.170.

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**Microbiological analysis (A.T.P.)**

On a routine basis, we have microbiological analysis run weekly at the mill on pulp and we do keep the microorganisms content less than 5 ng/ml on outside kraft pulp plies of board.

**Dioxins and furans**

We request from our kraft pulp suppliers complete analysis on dioxins and furans. We also favor and qualify suppliers who have the most stringent elemental chlorine substitution program for their bleaching process. We are below 2 parts per trillion.

We will supply you with any data on the above upon your request. The results from independent or in house laboratory tests may be shared with you. Please contact your sales representative for further information.

We hereby certify that our packaging material is in full compliance with FDA regulations pertaining to direct food contact packaging applications. We hope this document meets your expectations.



**Bertrand Heile**  
Mill Manager



# Printpack Inc.

4335 WENDELL DR., S.W. • ATLANTA, GA 30336-1622 • 404-691-5830  
P.O. BOX 43687 • ATLANTA, GA 30378-4201

October 4, 1999

Mr. Lewis Tucker  
The Procter & Gamble Company  
Winton Hill Technical Center  
6071 Center Hill Avenue  
Cincinnati, OH 45224

Dear Mr. Tucker:

Attached is our Continuing Warranty of Compliance with FDA regulations, which was requested. This Warranty covers *all* products manufactured by Printpack, Inc.

Our legal counsel requires that we include in these warranties a disclaimer relative to compliance with labeling requirements, ingredients copy and other regulations of FDA and/or USDA over which we have no control.

Printpack's manufacturing specifications permit the substitution of like films from alternate suppliers in the event of supply problems. Be assured that all materials which might be used fulfill the requirements of the Food and Drug Administration for direct food contact. Also, please note that all Printpack Inc. manufacturing locations carry the ASI "Superior" rating.

I hope these documents fulfill your need.

Sincerely,

W.S. Zehrung, Ph.D.  
Senior Technical Consultant

Enclosure

Cc: Rick Samm - Printpack Inc.

Note: this document addresses Spec No.s 33491 and 52814.

## GENERAL AND CONTINUING GUARANTY

1. With respect to purchases from time to time of packaging material from PRINTPACK INC., 4335 Wendell Drive, S.W., Atlanta, Georgia 30336 (hereinafter called "Seller"), by PROCTER & GAMBLE CO., 6071 Center Hill Ave., Cincinnati, OH 45224 (hereinafter called "Buyer"). Seller warrants the merchantability of such packaging material. The warranty of merchantability includes without limitation, Seller's guaranty as of the shipment date that the packaging material comprising each shipment made on Buyer's order, when used for the purpose specified in the packaging material's purchase order:
  - (a) is not adulterated or misbranded within the meaning of the Federal Food, Drug and Cosmetics Act;
  - (b) is not an article which may not, under the provisions of Paragraph 404, 505, or 512 of the Act, be introduced into interstate commerce;
  - (c) complies with the Federal Food, Drug and Cosmetic Act and all applicable food additive regulations; 21 CFR Part 175-189.
  - (d) meets the requirements of the California Safe Drinking Water and Toxic Enforcement Act in that the article either contains no chemicals on the California Governor's List of Chemicals Known to Cause Cancer or Reproductive Toxicity or if so, the level of each chemical in question poses no significant risk as described in California's Health and Safety Code, Section 25249.10 and implementing regulations; and,
  - (e) does not, nor does any of its components, contain any heavy metals (such as, for example, lead, cadmium, mercury, or hexavalent chromium) in concentrations or quantities which either individually or cumulatively exceed the lowest level permitted under any Federal or State law in order for the material, any of its components, or any product packaged in or with the material or any of its components, to be lawfully sold, offered for sale, or offered for promotional purposes, in any applicable jurisdiction by any manufacturer or distributor thereof (such lowest permissible level being one hundred parts per million by weight, as of January 1994).
2. The warranty also includes without limitation, Seller's representation as of the shipment date that the packaging material comprising each shipment made on Buyer's order is, when used for the purpose specified in the packaging material's purchase order, not subject to an applicable product safety rule promulgated in accordance with the Federal Consumer Product Safety Act.

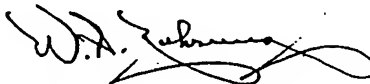
## GENERAL AND CONTINUING GUARANTY

Page 2

This warranty expires when, after shipment or delivery by Seller, the packaging material becomes adulterated or misbranded within the meaning of the Federal Food, Drug and Cosmetic Act or becomes an article which may not, under the provisions of Paragraph 404, 505, or 512 of the Act, be introduced into interstate commerce or does not comply with the Federal Food, Drug and Cosmetic Act and all applicable food additive regulations.

3. No statement of representation contained in this General and Continuing Guaranty will be construed to apply to the correctness, sufficiency or compliance with any law or regulation of any matter printed on or otherwise applied, at Buyer's request or direction, to the packaging material which is the subject hereof. Specifically, but in no way affecting the generality of the foregoing, Seller does not warrant or represent that the packaging material, as used by the Buyer, will comply with the Federal Fair Packaging and Labeling Act.
4. Reference is made to Seller's written acceptance of Buyer's orders for Buyer's remedy for breach of warranty with respect to packaging material included in any such order.

PRINTPACK INC.



W.S. Zehrung, Ph.D.  
Senior Technical Consultant

Cc: Rick Samm - Printpack Inc.

# MATERIAL SAFETY DATA SHEET

\* \*\*\*\*\* \*

**PRINTPACK INC.**

\*\*\*\*\*

Issued: 10/04/99

## SECTION I

### IDENTIFICATION

Manufacturer's Name:  
Printpack Inc.  
4335 Wendell Dr. S.W.  
Atlanta, GA 30336

Emergency Telephone No.  
(404) 691-5830 Days  
(404) 344-2468 Nights

Product Name: Not applicable  
Specification Number: 52814  
Chemical Family: Printed oriented polypropylene  
Formula: Ink / OPP  
Thickness: 1.20 mils

## SECTION II

### HAZARDOUS INGREDIENTS

None per OSHA 1910.1200  
All components comply with 21 CFR for Food, Drug, and Cosmetic Packaging.

## SECTION III

### PHYSICAL DATA

Solubility in Water: Insoluble  
Appearance and Odor: Opaque, odorless sheet

Specific Gravity: 0.90 g/cc.

## SECTION IV

### FIRE & EXPLOSION HAZARD DATA

Flash Point/Auto-Ignition Temperature: 600°F  
Flammable Limits: N/A  
Extinguishing Media: Water Spray, Water Fog, Foam, CO<sub>2</sub>, Dry Chemical  
Special Fire Fighting Procedures: None; Fire & Explosion Hazards: None

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**HEALTH HAZARD DATA**

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**SECTION V**

Not Applicable

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**REACTIVITY DATA**

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**SECTION VI**

**Stability:** Stable

**Incompatibility:** None

**Hazardous Decomposition Products:** None

**Hazardous Polymerization:** Will Not Occur

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**SPILL OR LEAK PROCEDURES**

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**SECTION VII**

Not Applicable

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**SPECIAL PROTECTION INFORMATION**

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**SECTION VIII**

**Respiratory Protection:** Not Needed

**Ventilation:** Not Required in Normal Use

**Protective Gloves:** Not Needed

**Eye Protection:** Not Needed

**Other Protective Equipment:** Not Needed

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**SPECIAL PRECAUTIONS**

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**SECTION IX**

**Storage:** None.

March 3, 2000

Dear Panelist,

Thank you for agreeing to participate in our panel concerning snack foods.

**TO THE FEMALE HEAD OF THE HOUSEHOLD:**

Included in this package is one 4 pack of filled snack products and a product questionnaire. We would like for you to eat these snacks as you would normally eat snacks for 1 weekend 3/3 - 3/5.

We also ask that this snack food be eaten only by you or your immediate family currently living at your home. Please do not give it to a neighbor, friend, or relative to eat or keep. If for some reason you are unable to eat the product yourself, please have another head of house hold fill out the questionnaire.

There are just a few instructions that we would like you to follow. THEY ARE:

1. Starting today—or next time you would eat a snack, begin eating this snack as you normally would for any other snack food of this type.
2. After eating the snacks, you will need to complete the questionnaire and return it to Tamara Kearney in the HCRC main lobby on Monday 3/6/00 at 9:30 AM.
3. If you are participating in the focus group on Monday, do not leave after turning in your product questionnaire. You will be escorted to the conference room.

When you return on Monday, please bring the questionnaire and any unused product with you.

If you should have any questions during the course of this panel, Please contact Tamara Kearney at 634-5867.

Thank you once again, we will look forward to seeing you on Monday March 6, 2000 at 9:30 AM.

Rainbow Project Team

March 3, 2000

Dear Panelist,

Thank you for agreeing to participate in our panel concerning snack foods.

**TO THE RAINBOW TEAM MEMBER:**

Included in this package is one 4 pack of filled snack products and a product questionnaire. We would like for you to eat these snacks as you would normally eat snacks for 1 weekend 3/3 - 3/5.

We also ask that this snack food be eaten only by you or your immediate family currently living at your home. Please do not give it to a neighbor, friend, or relative to eat or keep. If for some reason you are unable to eat the product yourself, please have another head of house hold fill out the questionnaire.

There are just a few instructions that we would like you to follow. THEY ARE:

1. Starting today—or next time you would eat a snack, begin eating this snack as you normally would for any other snack food of this type.
2. After eating the snacks, you will need to complete the questionnaire and return it to Tamara Kearney in F2B27 Monday 3/6/00 by 2:00 PM.

When you return on Monday, please bring the questionnaire and any unused product with you.

If you should have any questions during the course of this panel, Please contact Tamara Kearney at 634-5867.

Thank you once again, we will look forward to seeing you on Monday March 6, 2000.

Tamara Kearney



Please answer the following questions after you, yourself have eaten the product provided.

Panelist Name \_\_\_\_\_

1a. Did you, yourself, eat the product or not (X ONE Box)

Yes ☐ (Skip to question 2)

No ☐

1b. Why not? \_\_\_\_\_

2. Considering everything about the product you just tried for us, please indicate the one word or phrase which best describes your overall opinion of the product? (X ONE BOX)

Excellent ..... 1 ☐  
Very Good ..... 2 ☐  
Good ..... 3 ☐  
Fair ..... 4 ☐  
Poor ..... 5 ☐

3. What are all the things you LIKED about the product you just tried for us? (PLEASE BE AS SPECIFIC AS POSSIBLE)

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4. On the other hand, what are all the things you did NOT LIKE about the product you just tried for us? (PLEASE BE AS SPECIFIC AS POSSIBLE)

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5. Assuming product were available in a store where you regularly shop, how likely would you be to buy this product in the future? (X ONE Box)

- 1 ☐ I definitely would buy it  
2 ☐ I probably would buy it  
3 ☐ I might or might not buy it  
4 ☐ I probably would not buy it  
5 ☐ I definitely would not buy it

6. Considering everything, how well did product meet your expectations? That is, was PRODUCT better than you expected, about the same as you expected, or not as good as you expected? (X ONE Box)

1 ☐ Better than I expected

(GO TO QUESTION 6, THEN GO TO QUESTION 8)

2 ☐ About the same as I expected

(GO TO QUESTION 8)

3 ☐ Not as good as I expected.

(GO TO QUESTION 7)

7. In what ways was the product better than you expected? (Please be as specific as possible)

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8. In what ways was the product not as good as you expected? (Please be as specific as possible)

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9. Which statement best describes how much you LIKE or DISLIKE the product you tried for us? (X ONE box)

- 1[ ] Like extremely well  
 2[ ] Like very well  
 3[ ] Like quite well  
 4[ ] Like somewhat  
 5[ ] Like slightly  
 6[ ] Not like at all

10. How would you rate the product in terms of being NEW AND DIFFERENT from other products? (X ONE box)

- 1[ ] Extremely new and different  
 2[ ] Very new and different  
 3[ ] Somewhat new and different  
 4[ ] Slightly new and different  
 5[ ] Not at all new and different

11. The snack product you tried for us may be available in three flavors. Which flavor do you think you would buy first to try? (X All That Apply)

- 1[ ] Aged Cheddar Cheese on Multi-Grain Wheat Crackerbread  
 2[ ] Veggie Cream Cheese on Baked Club Style Crackerbread  
 3[ ] Peanut Butter on Toasted Crackerbread

12. Are there any of the following flavors that you would never buy? (X ALL That Apply)

- 1[ ] Aged Cheddar Cheese on Multi-Grain Wheat Crackerbread  
 2[ ] Veggie Cream Cheese on Baked Club Style Crackerbread  
 3[ ] Peanut Butter on Toasted Crackerbread

13. How would you rate the PRODUCT you tried for us, for each of the following attributes? (X ONE Box Across For EACH Of The Following Attributes)

	Excellent	Very Good	Good	Fair	Poor
a. Overall flavor .....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
b. Outer Crackerbread Flavor .....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
c. Filling Flavor .....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
d. Outer Crackerbread Texture .....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
e. Filling Texture .....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
f. Outer Crackerbread Appearance .....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
g. Filling Appearance .....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
h. Outer Crackerbread Crispiness/crunchiness .....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
i. Overall freshness .....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
j. Overall saltiness .....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
k. Aftertaste .....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
l. Size of snack .....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
m. Shape of snack .....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]

14. Now, thinking about the PACKAGE, how would you rate the package for each of the following attributes?  
(X ONE Box Across For EACH Of The Following Attributes)

	Excellent	Very Good	Good	Fair	Poor
a. Ease of opening outer box.....1	[ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
b. Ease of opening inner/individual pack.....1	[ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
c. Size of the outer box.....1	[ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
d. Size of the inner/ individual pack.....1	[ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
e. Shape of the outer box.....1	[ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
f. Shape of the inner/individual pack.....1	[ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
g. Protecting the product from breakage.....1	[ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
h. Ease of storage.....1	[ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]

15. How would you describe the amount of the following characteristics found in the product?  
(X ONE Box For EACH)

	A Lot More Than I Like	A Little More Than I Like	Just The Right Amount	A Little Less Than I Like	A Lot Less Than I Like
a. Amount of <u>flavor</u> of the outer crackerbread.....1	[ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
b. Amount of flavor in the filling.....1	[ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
c. Amount of the filling between each of the crackerbreads..1	[ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
d. Amount of creaminess of the filling.....1	[ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
e. Amount of crunchiness of the outer crackerbread.....1	[ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
f. Amount of color of the outer crackerbread.....1	[ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
g. Amount of color of the filling.....1	[ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
h. Amount of hardness of the outer crackerbread.....1	[ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
i. Amount of saltiness.....1	[ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
j. Amount of aftertaste.....1	[ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
k. Amount of greasiness.....1	[ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
l. Amount of nuts on the outer crackerbread.....1	[ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]

16. Considering everything about the product you tried for us, which of the following phrases best describes how you would rate it? (X ONE BOX)

- 1 [ ] The best salted snack I have ever used or tried  
 2 [ ] Slightly better than any other salted snack I have ever used or tried  
 3 [ ] The same as any other salted snack I have ever used or tried  
 4 [ ] Slightly worse than any other salted snack I have ever used or tried  
 5 [ ] The worst salted snack I have ever used or tried

17. Thinking about the product appearance when you first received it, which statement best describes the amount of breakage? (X ONE Box)

- 1 [ ] Very little to no breakage to the product  
 2 [ ] Moderate breakage to the product  
 3 [ ] Severe breakage to the product  
 4 [ ] Don't know

18. Thinking about the product when you ate it, which statement best describes the amount of crumbliness/messiness? (X ONE Box)

- 1 [ ] Very little to no crumbliness/messiness  
 2 [ ] Moderate crumbliness/messiness  
 3 [ ] Severe crumbliness/messiness  
 4 [ ] Don't know

These last few questions are used just to divide our interviews into groups.

19. In total, how many people live in your household, including children and yourself? (X ONE BOX)

- One..... ☐ 1  
Two..... ☐ 2  
Three..... ☐ 3  
Four..... ☐ 4  
Five..... ☐ 5  
Six..... ☐ 6  
Seven or more..... ☐ 7

(2/41)

20. Are you employed, or not? (X ONE BOX)

- Employed full-time..... ☐ 1  
Employed part-time..... ☐ 2  
Not employed..... ☐ 3

(2/42)

21. Which of the following groups comes closest to your yearly household income? (X ONE BOX)

- Under \$15,000..... ☐ 1  
\$15,000 - 29,999..... ☐ 2  
\$30,000 - 49,999..... ☐ 3  
\$50,000 and over..... ☐ 4

(2/43)

22. Are you Asian, Black, Hispanic, White, or a member of some other group?

- Asian..... ☐ 1  
Black..... ☐ 2  
Hispanic..... ☐ 3  
White..... ☐ 4  
Other..... ☐ 5

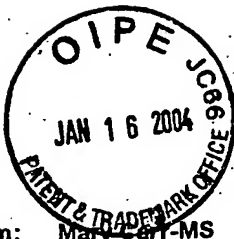
(2/44)

23. What are the ages of children living in your home? (X ALL THAT APPLY)

- 2 years old or younger..... ☐ 1  
3 to 6 years old..... ☐ 2  
7 to 12 years old..... ☐ 3  
13 to 17 years old..... ☐ 4  
18 years or older..... ☐ 5  
No children in your household..... ☐ 6

(2/45)

\*\*\* THANK YOU FOR YOUR HELP WITH THIS STUDY \*\*\*  
PLEASE RETURN THIS QUESTIONNAIRE TO THE INTERVIEWER



(C)

From: Mary Carr-MS n 02/03/2000 11:20 AM

To: Jim McBride-JF/PGI@PGI

cc:

Subject: Internet Concept Screening Study

Jim,

At Bertha Davis's request, I am confirming that in reference to the Internet Concept Screening Study, US000623, the concepts and questionnaires are secure, they are firewall protected and panelists cannot download images or print them out.

Mary S. Carr (for Bertha Davis)

Generated by : CARR/MS(Mary)  
Generated on : Jan-27-2000

## CONSUMER RESEARCH PROPOSAL

<b>GENERAL STUDY INFORMATION</b>		CRP Date Issued :	MRD # : US000623
Category : MISC FOOD & BEVERAGE CAT		Requesting Organization : RAINBOW TEAM	
Title : RAINBOW OLEAN LABEL INTERNET CONCEPT STUDY		Brand : P+G MISC FOOD & BEV not Brand Specific	
Technique : Concept		Initiative : None	
Participating Countries : UNITED STATES(*) (* Signifies the Lead Country)			

<b>KEY INFORMATION</b>
<p><b>Purpose/Objective :</b> The purpose of this research is to determine the impact of the Olean logo on consumer acceptance of the concept.</p> <p><b>Action To Be Taken :</b> Results will be used to determine whether or not the Olean logo will appear on packages for the learning market</p>

<b>BUDGET INFORMATION</b>				
Participating Country	Budget	Sub-Budget	Amount in Budget Currency	Amount in U.S. D. Dars
UNITED STATES	MISC FOOD & BEVERAGE CAT UNITED STATES Other 99/00 US Dollar 6041 CMK RAINBOW	MISC FOOD & BEVERAGE CAT not Cat Seg Specific	2,500	\$2,500
<p><b>Invoiced Countries :</b> UNITED STATES</p> <p><b>Budget Comments :</b> This research will be paid from the Rainbow budget #6041.</p>				

<b>APPROVALS</b>		(* Signifies Research Requester)		
ORGANIZATION	NAME	COUNTRY	INITIALS	DATE
CMK-GBU	MACKEY/SL	UNITED STATES	<i>[Signature]</i>	1/27/00
	DAVIS/BL	UNITED STATES	<i>[Signature]</i>	2/1/00
ADV-GBU	OVERBEY/KG*	UNITED STATES	<i>[Signature]</i>	2/1/00
Legal	MCBRIDE/JF	UNITED STATES	<i>[Signature]</i>	2/3/00

<b>BACKGROUND</b>
<p>A learning market for Rainbow crackers is planned for this summer in Chapel Hill, North Carolina. The current plan is to display the Olean logo on the product placed in this market. However, there is concern that the negatives associated with Olean could carry over to Rainbow and jeopardize the success of the learning market. In the recent Rainbow Intern t Concept Study (US996602), the Olean logo was not displayed nor was there a list of ingredients included with the concepts. Several consumers, however, made the connection that the low-fat benefit was being delivered by Olean or an Olean-type ingredient and the verbatims indicated that if Olean was an ingredient, the consumer would b negative to purchase. Therefore, there is a need to determine if the use of the Olean logo impacts consumer acceptance of this concept.</p>

<b>METHOD/TEST DESCRIPTION:</b>	Lead Supplier : NFO RESEARCH, INC. - UNITED STATES
NFO will execute this study via the internet. This will be a 2 leg test with 100 completes per leg. Concept S from US996602 will be used for both legs, one leg shown as is and the other with the addition of the Olean logo on the package. The sample will be those who completed interviews from all cells from the Rainbow Internet Concept Study (US996602), excluding those from the S concept. The questionnaire will be similar to US996602.	

<b>KEY DATES:</b>	Date(s) assume approval of Research Proposal by :			
<b>Country</b>	<b>Phase</b>	<b>Event Name</b>	<b>Supplier</b>	<b>Key Date</b>
UNITED STATES	CONCEPT	Data Collection (Start)	NFO RESEARCH, INC. - UNITED STATES	Jan-28-2000
		Tables to MRD	NFO RESEARCH, INC. - UNITED STATES	Feb-04-2000
Comments :				

<b>PARTICIPATING COUNTRY INFO:</b>	(* Signifies the Lead Country)	
<b>Country</b>	<b>MRD Contact 1</b>	<b>MRD Contact 2</b>
UNITED STATES (*)	CARR/MS(Mary)	DAVIS/BL(Bertha)

<b>OUTLINE OF INFORMATION TO BE COLLECTED:</b>	Side-by-Side : Compare To : Similar To :
<ul style="list-style-type: none"> <li>-Likes</li> <li>-Dislikes</li> <li>-Purchase Intent</li> <li>-Why not definitely would buy</li> <li>-Which form/flavor would you purchase</li> <li>-How often would you purchase</li> <li>-Liking rating</li> <li>-Value rating</li> <li>-Uniqueness rating</li> <li>-Believability rating</li> <li>-Why not completely believable</li> <li>-Agree/Disagree "Some foods have health benefits that go beyond basic nutrition and may reduce the risk of disease or other health problems"</li> <li>-Have you chosen certain types/quantity of food to treat / control condition</li> <li>-How often choose particular food/quantity to treat / control condition</li> <li>-Age</li> <li>-Gender</li> </ul>	

<b>BREAKOUTS REQUESTED:</b>	
There will be 2 banners (Rep/Purchase Intent)	

<b>LABULATION:</b>	
No coding of open ends. Verbatims provided in Word docs. Quant and Summary Tables	

Dear NFO Member:

Please give this letter to ..... Thank You!

TO THE .....

Many of the surveys that you may regularly participate in contain ideas for an all new product, a new way to package an existing product or some other information that the manufacturer sponsoring the survey wishes to keep confidential. As an NFO panel member you often know about new products and services before they are ever offered to the general public. Periodically, we conduct surveys, product tests and studies that are more confidential than usual. Thus, we are looking for a few individuals that would be interested in participating in a highly confidential study.

If you are interested in participating in this study please read the statement below and sign your name in the space provided.

*I, acknowledge and agree:*

1. That I will hold in confidence any information that I receive, directly or indirectly, during my participation in this study. I will avoid discussing the information in the presence of anyone who has not signed this document.
2. That any product that is shown or described to me or tasted by me, is not available for sale and no offer of sale is being made to me.
3. That any ideas, patentable or not patentable, or suggestions contributed by me during this study or conceived by me as a result of my participation in this study, shall be the property of the private company working with NFO in any manner it sees fit.
4. That the use of the product and/or monetary compensation that I receive during this study is sufficient compensation for my participation in this study.

*I have read the above agreement and agree to its terms.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Panelist agreed to this previously  
(MRD #US99602). No plan to  
have them resign.*



## Introducing Prevesse

### *A Completely New Option in Healthy Eating*

Eating healthy isn't the easiest thing in the world especially when it comes to eating on the run. So many on-the-go foods make some kind of "healthy for you claim", but when you read the fine print, they're either loaded with hidden extras like sugar and fat, or they're filled with empty calories that don't actually do anything good for your body. Wouldn't it be great if there was a healthy, on-the-go alternative that truly delivered on its promise?

Introducing Prevesse, a healthful alternative for when you're on the go. Prevesse is the first healthy convenience food that does what so many others have promised but not been able to do -- give you real balanced nutrition and hunger-satisfying taste. Prevesse provides all the nutrition that you'd look for in a meal, but with the great taste and portability of an on-the-go snack.

Prevesse provides a balanced nutritional profile of protein, carbohydrates, fiber and vitamins. At the same time, we've kept the things you don't want like calories, fat and cholesterol to a minimum. And each Prevesse crackerbread sandwich is baked to a golden perfection and filled with a variety of flavorful fillings for your hunger satisfaction.

Look for all three taste-tempting varieties of Prevesse in your local grocery store or drug store.

- Fresh Roasted Peanut Butter on Toasted Nut Crackerbread
- Zesty Cheddar on Crispy Multi-Grain Wheat Crackerbread
- Veggie Cream Cheese on Baked Club-Style Crackerbread

Prevesse is competitively priced at \$3.49  
for a box of four convenient single serve packs

AMOUNTS PER 75 GM. SERVING		
(Serving: One 75 gm. pack of 6 filled crackerbreads)		
Calories	185	
Calories from fat	26	
		<b>%DRV</b>
Total fat	3 g	4%
Saturated fat	0.5 g	3%
Cholesterol	0 g	0%
Sodium	130 mg	5%
Total Carbohydrate	34 g	7%
Dietary Fiber	2 g	12%
Sugars	4 g	
Protein	4 g	10%
Vitamin A, C		25%
Calcium		10%
Vitamin B1, B2, B6, B12		25%
Vitamin E		25%
Ir n, Zinc		10%

*Preventive  
Goodness in a Delicious Wafer*

# Prevesse

*Perfectly Balanced Nutrition  
Helps Maintain Healthy Cholesterol Levels*

**Cheddar Filled**  
*Savory Snack Crisps*

**Contains 4 Packs  
of 2 Filled Wafers**

*Preventive  
Goodness in a Delicious Wafer*

# Prevesse

*Perfectly Balanced Nutrition  
Helps Maintain Healthy Cholesterol Levels*

**Cheddar Filled**  
*Savory Snack Crisps*

**Contains 4 Packs  
of 2 Filled Wafers**



1. Please read the following product description for this new line of snacks carefully, and then answer all of the questions.

Even if you never use this type of product, I still want you, the head of household, to answer my questions. Your opinion is very important.

The next page contains the product description and the first question. While you are reading about the product, please assume that it will be as described - but no better or worse than described.

The questionnaire is short, and I'm sure you will find it very easy to answer.

I sincerely appreciate your cooperation with this study. Thanks so much for helping.

WHEN ANSWERING THE FOLLOWING QUESTIONS, PLEASE CONSIDER THE SNACK PRODUCT, AND ONLY THE SNACK PRODUCT, YOU JUST READ ABOUT

2a. Based on what you have seen and read, what are all the things you would like about this snack product? (Please Be As Specific As Possible)

---

2b. On the other hand, based on what you have seen and read, what are all the things you would not like about this snack product? (Please Be As Specific As Possible)

---

3. Considering everything you've just read about this snack product, how interested would you be in it? (Select one)

- 1[ ] I definitely would buy it
- 2[ ] I probably would buy it
- 3[ ] I might or might not buy it
- 4[ ] I probably would not buy it
- 5[ ] I definitely would not buy it (Skip to qu. 8)

4. What keeps you from saying you definitely would buy the <Name of Product>? (Please Be As Specific As Possible)

---

5. How often do you think you would buy the <Name of product> if it was available where you shop? (Check ONE Box)

- Once a week or more often ..... [ ] 1 ----
- Once every 2 or 3 weeks ..... [ ] 2
- Once a month/every 4 weeks ..... [ ] 3
- Once every 2 or 3 months ..... [ ] 4
- Once every 4 to 6 months ..... [ ] 5
- Once or twice a year ..... [ ] 6
- Less often than once a year ..... [ ] 7 ----
- Never ..... [ ] 8 -- (SKIP TO Q. 8)

(CONTINUE WITH Q. 6)

6. About how many packages would you usually buy each time you bought this <Name of Product>? (Check ONE Box)

- One.. [ ] 1      Two.. [ ] 2      Three.. [ ] 3      Four.. [ ] 4      Five or more.. [ ] 5

7. Which of the following flavor varieties of this new snack product would you purchase if they were available where you shop? (Select all that apply)

- 1[ ] Aged Cheddar Cheese on Multi-Grain Wheat Crackerbread
- 2[ ] Veggie Cream Cheese on Baked Club Style Crackerbread
- 3[ ] Peanut Butter on Toasted Crackerbread

8. Which statement best describes how well you think you would LIKE OR DISLIKE this new line of snacks? (Select one)

- 1[ ] Like extremely well
- 2[ ] Like very well
- 3[ ] Like quite well
- 4[ ] Like somewhat
- 5[ ] Like slightly
- 6[ ] Not like at all

9. Considering the price of this snack product which statement best describes how you feel about the VALUE of this new line of snacks? (Select one)

- 1[ ] Very good value
- 2[ ] Fairly good value
- 3[ ] Average value
- 4[ ] Somewhat poor value
- 5[ ] Very poor value

10. How would you rate this new line of snacks in terms of being NEW AND DIFFERENT from other products? (Select one)

- 1[ ] Extremely new and different
- 2[ ] Very new and different
- 3[ ] Somewhat new and different
- 4[ ] Slightly new and different
- 5[ ] Not at all new and different

11. Based on the description you just read, which phrase best describes how BELIEVABLE you feel the statements made about this new line of snacks are? (Select one)

- 1[ ] Completely believable (Skip to Q.12)
- 2[ ] Somewhat believable
- 3[ ] Neither believable nor unbelievable
- 4[ ] Somewhat unbelievable
- 5[ ] Completely unbelievable

13. "What are all your thoughts feelings and reactions to the concept you just read about? Please take a few minutes to write down all of your thoughts, feelings and reactions to the concept. (Note: Any thought is acceptable! There are no right or wrong answers!)"

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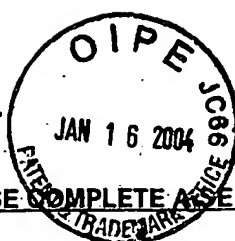
17. Please indicate your age.

1[ ]

18. Please indicate your gender.

1[ ] Male

2[ ] Female



EARLY ACCEPTANCE TEST REQUEST  
CONCEPT & TASTE TEST

PLEASE COMPLETE A SEPARATE TEST REQUEST FOR EACH 70 BASE TEST

TODAY'S DATE 2/1/00 REQUESTED TEST DATE 2/3/00-2/11  
Panel Location local ☒ or Secure ☐

TEST TITLE Rainbow Competitive Product Benchmark  
leg number 1-2 total legs in sequence 2 (275 base per leg)

Leg	Code	Concept Description	Ingredients	CDA	Pricing	Product
1	P	Prevesse Healthy New Option	revised	no	\$3.49	FC2/FP2
2	N	Prevesse Healthy New Option	revised	no	\$3.49	none

Product	Code	Description
CrackerBar	FC2	SB10 control Fibersol CrackerBars w/cheese* (profile)
CrackerBar	FP2	SB10 control Fibersol CrackerBars w/low-fat Jif roast (profile)

\* cheese flavor will be cheddar, american, or cream

PURPOSE OF TEST AND EXPECTED RESULTS: Benchmarking and acceptance of P&G prototypes using non-P&G panelists. Panelists will not keep the product after testing. Panelists will read concept, choose/taste product, complete questionnaire, and return unused portion to the test administrator.

TIME REQUIRED PER RESPONDENT: 10

PANELIST TASK: Read Concept, taste sample product & fill out questionnaire

SPECIAL INSTRUCTIONS: Food allergy/Olestra consent screener to be used on all legs

ARE THERE ANY NON-APPROVED INGREDIENTS IN ANY SAMPLE? NO ☒ YES ☐  
If yes complete a product clearance form

ARE YOU USING A NEW OR CHANGED QUESTIONNAIRE? NO ☒ YES ☐  
A sample of the new questionnaire must be in the EAT office 3 days before the test

\*PATENT DIVISION SIGNATURE [Signature] 2/2/00 (Approved Product List Attached)  
**REQUIRED ON ALL TESTS if not completed request will be returned and could cause a scheduling delay**

REQUESTER'S NAME Hsin Tsai

PLEASE PRINT

REQUESTER'S SIGNATURE [Signature] PHONE # 4-3359 3697

ROOM # F2N14 CHARGE# 7558

REQUESTER'S DEPARTMENT AND A.D. F&B NBD -- A. J. Papa

THE SECURITY RISKS ASSOCIATED WITH THIS TEST HAVE BEEN REVIEWED AND ARE ACCEPTABLE:

R. N. Reinhart

SIGNED BY PERSON AUTHORIZED FOR THIS RESPONSIBILITY



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Sodium	130 mg	5%
Total Carbohydrate	34 g	7%
Dietary Fiber	2 g	12%
Sugars	4 g	
Protein	4 g	10%
Vitamin A, C		25%
Calcium		10%
Vitamin B1, B2, B6, B12		25%
Vitamin E		25%
Iron, Zinc		10%

CONCEPT & TASTE TEST

Panelist #

PLEASE READ THE DESCRIPTION OF THE NEW PRODUCT IDEA PROVIDED BY THE TEST ADMINISTRATOR. AFTER YOU HAVE READ THE PRODUCT DESCRIPTION, PLEASE ANSWER THE FOLLOWING QUESTIONS.

1. Considering everything you've just read about the Prevesse™ product, how interested would you be in buying them? (X ONE Box)

- 1[ ] I definitely would buy them
- 2[ ] I probably would buy them
- 3[ ] I might or might not buy them
- 4[ ] I probably would not buy them
- 5[ ] I definitely would not buy them

- 2a. Based on what you have seen and read, what are all the things you would like about the Prevesse™ products? (Please Be As Specific As Possible)

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---

---

- 2b. On the other hand, based on what you have seen and read, what are all the things you would not like about the Prevesse™ products? (Please Be As Specific As Possible)

---

---

---

3. How often do you think you would buy one or more of the Prevesse™ products if they were available where you shop? (X ONE Box)

- 1[ ] Once a week or more often
- 2[ ] Once every 2 or 3 weeks
- 3[ ] Once a month/every 4 weeks
- 4[ ] Once every 2 to 3 months
- 5[ ] Once every 4 to 6 months
- 6[ ] Once or twice a year
- 7[ ] Less often than once a year
- 8[ ] Never (Go To Q. 9)

4. What size package would you usually buy each time you bought the Prevesse™ product? (X ONE Box)

- 1[ ] Single Serve Packs (6 Prevesse™ product /Pack)
- 2[ ] Multi Pack (4 Single Serve Packs/Multi Pack)
- 3[ ] Family Size Resealable Bag (8 oz.)

5. About how many packages would you usually buy each time you bought the Prevesse™ product? (X ONE Box)

- 1[ ] One
- 2[ ] Two
- 3[ ] Three
- 4[ ] Four
- 5[ ] Five or more

6. The Prevesse™ products are available in three flavors. Which flavor do you think you would buy first to try? (X ONE Box)
- 1[ ] Aged Cheddar Cheese on Multi-Grain Wheat Crackerbread
  - 2[ ] Veggie Cream Cheese on Baked Club Style Crackerbread
  - 3[ ] Peanut Butter on Toasted Crackerbread
7. Which flavor do you think you would usually buy? (X ONE Box)
- 1[ ] Aged Cheddar Cheese on Multi-Grain Wheat Crackerbread
  - 2[ ] Veggie Cream Cheese on Baked Club Style Crackerbread
  - 3[ ] Roasted Peanut Butter on Toasted Nut Crackerbread
8. Are there any of these flavors that you would never buy? (X ALL That Apply)
- 1[ ] Aged Cheddar Cheese on Multi-Grain Wheat Crackerbread
  - 2[ ] Veggie Cream Cheese on Baked Club Style Crackerbread
  - 3[ ] Peanut Butter on Toasted Crackerbread
9. Which statement best describes how well you think you would LIKE or DISLIKE the Prevesse™ products? (X ONE Box)
- 1[ ] Like extremely well
  - 2[ ] Like very well
  - 3[ ] Like quite well
  - 4[ ] Like somewhat
  - 5[ ] Like slightly
  - 6[ ] Not like at all
10. Which statement best describes how you feel about the VALUE of the Prevesse™ products? (X ONE Box)
- 1[ ] Very good value
  - 2[ ] Fairly good value
  - 3[ ] Average value
  - 4[ ] Somewhat poor value
  - 5[ ] Very poor value
11. How would you rate the Prevesse™ product in terms of being NEW AND DIFFERENT from other products? (X ONE Box)
- 1[ ] Extremely new and different
  - 2[ ] Very new and different
  - 3[ ] Somewhat new and different
  - 4[ ] Slightly new and different
  - 5[ ] Not at all new and different
12. Based on the description you just read, which phrase best describes how believable you feel the statements made about the Prevesse™ products are? (X ONE Box)
- 1[ ] Completely believable
  - 2[ ] Somewhat believable
  - 3[ ] Neither believable nor unbelievable
  - 4[ ] Somewhat unbelievable
  - 5[ ] Completely unbelievable
13. "What are all your thoughts feelings and reactions to the concept you just read about? Please take a few minutes to write down all of your thoughts, feelings and reactions to the concept. (Note: Any thought is acceptable! There are no right or wrong answers!)"
- 
- 
-

14. Including yourself, who in your household would eat these Prevesse™ products? (X ALL That Apply)

- 1[ ] Self
- 2[ ] Spouse
- 3[ ] Other adults
- 4[ ] Children below age 12
- 5[ ] Children between ages 13-18
- 6[ ] Other (Specify):
- 7[ ] No one in household would eat them

15. In total, how many people live in your household, including children and yourself? (X ONE Box)

- 1[ ] One
- 2[ ] Two
- 3[ ] Three
- 4[ ] Four
- 5[ ] Five
- 6[ ] Six or more

16. Are you employed or not? (X ONE Box)

- 1[ ] Employed full time
- 2[ ] Employed part time
- 3[ ] Not employed

17. Which of the following categories best indicates your age? (X ONE Box)

- 1[ ] 18 - 24
- 2[ ] 25 - 34
- 3[ ] 35 - 44
- 4[ ] 45 - 54
- 5[ ] 55 - 64
- 6[ ] 65 or older

18. Are you female or male? (X ONE Box)

- 1[ ] Female
- 2[ ] Male

19. Which of the following groups comes closest to your yearly household income: (X ONE Box)

- 1[ ] Under \$15,000
- 2[ ] \$15,000-29,999
- 3[ ] \$30,000-49,999
- 4[ ] \$50,000 and over
- 5[ ] Don't Know

20. Are you Asian, Black, Hispanic, White, or member of some other group?:

- 1[ ] Asian
- 2[ ] Black
- 3[ ] Hispanic
- 4[ ] White
- 5[ ] Other

21. Have you, yourself, chosen certain types of food or restricted the quantity of food you eat in an effort to treat, control or prevent any of the following conditions? (X All That Apply)

- 1[ ] Cardiovascular/heart disease (e.g. high cholesterol, hypertension/high blood pressure)
- 2[ ] Being overweight/obesity
- 3[ ] Diabetes/High Blood Sugar
- 4[ ] Cancer
- 5[ ] Kidney Disease
- 6[ ] Do not change or restrict type of food eaten to treat, control or prevent any of the above conditions

Flavor Tasted

NOW WE WOULD LIKE FOR YOUR TO TASTE THIS PRODUCT...THERE ARE THREE FLAVOR VARIETIES AVAILABLE TODAY FOR YOU TO CHOOSE FROM (Show Card A :

(SELECT ONE ONLY)

FRESH ROASTED PEANUT BUTTER ON TOASTED NUT CRACKERBREAD (Code G)

ZESTY CHEDDAR ON CRISPY MULTI-GRAIN WHEAT CRACKERBREAD (Code H)

VEGGIE CREAM CHEESE ON BAKED CLUB-STYLE CRACKERBREAD (Code J)

PLEASE CHOOSE WHICH FLAVOR YOU WOULD LIKE TO TASTE. WHILE I GO TO GET YOUR SAMPLE, COULD YOU PLEASE TAKE A BITE OF CRACKER AND A SIP OF WATER BEFORE TASTING THE TEST SAMPLE.

Interviewer: Please check box above to indicate what flavor was selected.

**TASTE PORTION OF CONCEPT & TASTE QUESTIONNAIRE**

1. Considering everything about the Prevesse™ product you just tried for us, please indicate the one word or phrase which best describes your overall opinion of the Prevesse™ product? (X ONE BOX)

Excellent.....	1	[ ]
Very Good.....	1	[ ]
Good.....	3	[ ]
Fair.....	4	[ ]
Poor.....	5	[ ]

2. What are all the things you LIKED about the Prevesse™ product you just tried for us? (PLEASE BE AS SPECIFIC AS POSSIBLE)

---

---

---

3. On the other hand, what are all the things you DID NOT LIKE about the Prevesse™ product you just tried for us? (PLEASE BE AS SPECIFIC AS POSSIBLE)

---

---

---

4. Assuming Prevesse™ product were available in a store where you regularly shop, how likely would you be to buy this product in the future? (X ONE Box)

1	[ ]	I definitely would buy it
2	[ ]	I probably would buy it
3	[ ]	I might or might not buy it
4	[ ]	I probably would not buy it
5	[ ]	I definitely would not buy it

5. Considering everything, how well did Prevesse™ product meet your expectations? That is, was PREVESSE™ PRODUCT better than you expected, about the same as you expected, or not as good as you expected? (X ONE box)

1	[ ]	Better than I expected
2	[ ]	About the same as I expected
3	[ ]	Not as good as I expected.

(GO TO QUESTION 6, THEN GO TO QUESTION 8
(GO TO QUESTION 8)
(GO TO QUESTION 7)

6. In what ways was the Prevesse™ product better than you expected? (Please be as specific as possible)

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---



---

7. In what ways was the Prevesse™ product not as good as you expected? (Please be as specific as possible)

---



---



---

8. Which statement best describes how much you LIKE or DISLIKE the Prevesse™ product you tried for us? (X ONE box)

- 1[ ] Like extremely well  
 2[ ] Like very well  
 3[ ] Like quite well  
 4[ ] Like somewhat  
 5[ ] Like slightly  
 6[ ] Not like at all

9. How would you rate the Prevesse™ product in terms of being NEW AND DIFFERENT from other products? (X ONE box)

- 1[ ] Extremely new and different  
 2[ ] Very new and different  
 3[ ] Somewhat new and different  
 4[ ] Slightly new and different  
 5[ ] Not at all new and different

10. How would you rate the Prevesse™ product you tried for us, for each of the following attributes?  
 (X ONE Box Across For EACH Of The Following Attributes)

	Excellent	Very Good	Good	Fair	Poor
a. Overall flavor.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
b. Outer Crackerbread Flavor.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
c. Filling Flavor.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
d. Outer Crackerbread Texture.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
e. Filling Texture.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
f. Outer Crackerbread Appearance.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
g. Filling Appearance.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
h. Outer Crackerbread Crispiness/crunchiness.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
f. Freshness.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
g. Saltiness.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
h. Aftertaste.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
i. Size of snack.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
j. Shape of snack.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]

11. How would you describe the amount of the following characteristics found in the product?  
(X ONE Box For EACH)

	A Little More Than I Like	A Little More Than I LikeAmount	Just The Right I Like	A Little Less Than I Like	A Lot Less Than
a. Amount of flavor of the outer crackerbread .....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
b. Amount of flavor in the filling.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
c. Amount of the filling between each of the crackerbreads ..	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
d. Amount of creaminess of the filling .....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
e. Amount of crunchiness of the outer crackerbread.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
f. Amount of color of the outer crackerbread .....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
f. Amount of color of the filling.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
g. Amount of hardness of the outer crackerbread .....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
d. Amount of saltiness.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
d. Amount of aftertaste .....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
. Amount of greasiness.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]

12. Considering everything about the Prevesse™ product you tried for us, which of the following phrases best describes how you would rate it? (X ONE BOX)

- 1 [ ] The best salted snack I have ever used or tried  
 2 [ ] Slightly better than any other salted snack I have ever used or tried  
 3 [ ] The same as any other salted snack I have ever used or tried  
 4 [ ] Slightly worse than any other salted snack I have ever used or tried  
 5 [ ] The worst salted snack I have ever used or tried

13. In the past 3 months, what are all the types and brands of snacks that you, yourself, used ? (WRITE ALL THAT APPLY)

TYPE (i.e., potato chips, etc.)

BRANDS


*Thank you for your help with this study. (Interviewer: Please check this questionnaire for completion before respondent leaves testing area.)*



(E)

From: Jim McBride-JF on 01/27/2000 01:56 PM

To: Lisa Papa-AJ/PGI@PGI, Rick Reinhart-RN/PGI@PGI, Brenda Murphy-BK/PGI@PGI, Craig Rasmussen-CM-1/PGI@PGI

cc:

Subject: Rainbow Eat Test Approved - Use of Confidentiality Agreement Required For Leg 1, Code E&C

This is to inform you that the Rainbow EAT tests, Legs 1 - 8, scheduled for January 25, 2000, through January 31, 2000, were approved by me on January 24, 2000. The tests are consumer tests involving non-P&G panellists who will view concepts and taste Rainbow prototype products - any uneaten portions of the test products will be returned to the test administrator before the panellists leave the test site. The tests do not involve any new, potentially patentable product shapes. However, concept E7C may be construed to disclose the Rainbow profile.

The tests were approved under the following condition:

- 1.) Panellists will sign a confidentiality agreement before viewing concept E7C,  
which will be used during Leg 1 of the test plan;
- 2.) The tests do not involve any new, potentially patentable product shapes; and
- 3.) Any uneaten portions of the test products will be returned to the test administrator before the panellists leave the test site.

Concept E7C will be shown to no more than 70 panellists. Thus, Leg 1 counts as 70 of the total 500 cumulative exposures that Rainbow is allotted. My records show that prior to this test, Rainbow used 60 of its allotted exposures. Now, my records show a total of 130 cumulative test exposures.

If you have any questions, please feel free to contact me.

Jim McBride  
Counsel - Patents

WHTC F3A09  
634-1402

**EARLY ACCEPTANCE TEST REQUEST  
CONCEPT & TASTE TEST**

**PLEASE COMPLETE A SEPARATE TEST REQUEST FOR EACH 70 BASE TEST**

TODAY'S DATE 1/24/00 REQUESTED TEST DATE 1/25/00-3/31/00  
Panel Location local X or Secure X

TEST TITLE Rainbow Competitive Product Benchmark  
leg number \_\_\_\_\_ total legs in sequence 8 (70 base per leg)

*changed  
2/24/00  
6  
1/25/00  
PBR*

Leg	Code	Ingredients	CDA	Top Description	Bottom Description	Pricing	Product
1	E7C	PROFILE	YES	NEW	NEW	\$2.99	FC2/FP2
2	E4C	revised	YES	NEW	NEW	\$2.99	FC2/FP2
3	E4	revised	no	NEW	NEW	\$2.99	FC2/FP2
4	E5	revised	no	NEW	NEW	\$3.49	FC2/FP2
5	E6	revised	no	NEW	NEW	\$0.99	FC2/FP2
6	E9	revised	no	New	old	\$0.99	FC2/FP2
7	E10	revised	no	old	old	\$0.99	FC2/FP2
8	E8	revised	no	old	NEW	\$0.99	FC2/FP2

Product	Code	Description
Cracker	FC2	SB10 control Fibersol crackers w/cheese* (profile)
Cracker	FP2	SB10 control Fibersol crackers w/low-fat Jif roast (profile)
<i>all native products, pending evaluation of S&amp;B 10 products</i>		
Cracker	CC8	SB10 almond Sammich w/cheese* (profile)
Cracker	LM3	SB10 almond Sammich w/low-fat Jif roast (profile)
Cracker	CC7	SB10 control crackers w/cheese* (profile)
Cracker	FP3	SB10 control crackers w/low-fat Jif roast (profile)

\* cheese flavor will be cheddar, american, or cream

PURPOSE OF TEST AND EXPECTED RESULTS: Benchmarking and acceptance of P&G prototypes using n n- P&G panelists. Panelists will not keep the product after testing. Panelists will taste panel product and return unused portion to the test administrator.

TIME REQUIRED PER RESPONDENT: 10

PANELIST TASK: Read Concept, taste sample product & fill out questionnaire

SPECIAL INSTRUCTIONS: Food allergy/Olestra consent screener to be used on all legs

ARE THERE ANY NON-APPROVED INGREDIENTS IN ANY SAMPLE? NO X YES \_\_\_\_\_  
If yes complete a product clearance form

ARE YOU USING A NEW OR CHANGED QUESTIONNAIRE? NO X YES \_\_\_\_\_  
A sample of the new questionnaire must be in the EAT office 3 days before the test

\*PATENT DIVISION SIGNATURE [Signature] 1/24/00 (Approved Product List Attached)  
**REQUIRED ON ALL TESTS** If not completed request will be returned and could cause a scheduling delay

REQUESTER'S NAME Hsin Tsai  
PLEASE PRINT  
REQUESTER'S SIGNATURE [Signature] PHONE # 4-5339 4-3697

ROOM # F2N14 CHARGE# 7558

REQUESTER'S DEPARTMENT AND A.D. F&B NBD -- A. J. Papa

THE SECURITY RISKS ASSOCIATED WITH THIS TEST HAVE BEEN REVIEWED AND ARE ACCEPTABLE:

R. N. Reinhart  
SIGNED BY PERSON AUTHORIZED FOR THIS RESPONSIBILITY

E 002

## CONFIDENTIALITY AGREEMENT

Dear Panelist:

Many of the surveys that we conduct contain information about a new food or beverage product that is still in the early stages of development. As such, the products themselves, and the ideas and concepts regarding their manufacture and use, represent confidential information of a Private Company (herein also referred to as The Testing Company). As a result, if you are interested in participating in this confidential survey, please read the statement below and sign their name in the space provided.

*By signing this agreement you agree as follows:*

- 1.) to hold in confidence the secrecy of any technical or business information about The Testing Company's product made available to you incident to your participation in this test; to avoid discussing The Testing Company's technical or business information with in public places or with friends and family members, or anyone other than The Testing Company's representative who is on-site with you; to accept a moral and legal obligation not to use or disclose any confidential technical or business information during and after participation in the test.*
- 2.) the food or beverage product to be shown to you, tasted by you, and described to you are highly confidential and proprietary to The Testing Company and you will not take them with you, give them, or to expose them, to any third party or discuss with anyone your experiences concerning them.*
- 3.) the food or beverage product shown to you, tasted by you, described to you, and/or used by you are not available for sale and no offer for sale is being made to you.*
- 4.) that any ideas, patentable or not patentable, or suggestions contributed by you during the project, as well as any ideas, developments or inventions conceived by The Testing Company as a result of my participation in the project, shall be the property of The Testing Company in any manner it sees fit.*
- 5.) that the use of the product and/monetary compensation that I or my organization receives during this project is sufficient compensation for my participation in this project which includes your agreement to abide by the confidentiality terms set forth in this agreement.*

*I hereby acknowledge and agree to the terms.*

BY: (signature) \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

E7C

## A GREAT TASTING NEW SNACK AS PART OF A HEALTHY WAY OF LIFE

You know when you are doing well when it comes to your health...it shows and others notice...you feel good! Exercise and eating right are part of a healthy way of life. When it comes to in-between meals eating, it is difficult to find snacks that are both healthy and good tasting. Wouldn't it be nice to have a convenient healthy snack that satisfies your craving and actually tastes good.

Introducing a great new savory snack you'll feel good about. It not only tastes great but is also nutritious and healthy. It's a delicious snacking alternative for your healthy way of life.

This new snack is formulated by nutritionists to be full of flavor and wholesomeness because it is made with enriched grains and healthy ingredients. Each snack is golden baked to a delicious crunchy texture and filled with creamy low fat peanut butter or cheese and vegetable fillings. One serving gives you balanced nutrition according to the Food Guide Pyramid, is a good source of protein, fiber, and vitamins A, C, & E, yet is low in fat and cholesterol.

Available in the following savory flavors:

- Fresh Roasted Peanut Butter on Toasted Light Wheat
- Aged Cheddar on Crispy Multi-Grains Wheat
- American Cheese on Toasted Light Wheat
- Veggie Cream Cheese on Crispy Multi-Grains Wheat

A box of 8 convenient single serve packs is available for \$2.99

### AMOUNTS PER 30 GM. SERVING

*(Serving: One 30 gm. pack of 6 filled savory crisps)*

Calories	100	
Calories from fat	16	
		<b>%DRV</b>
Total fat	1.8 g	4%
Saturated fat	0.5 g	3%
Cholesterol	0 g	0%
Sodium	130 mg	5%
Total Carbohydrate	15 g	7%
Dietary Fiber	3 g	12%
Sugars	4 g	
Protein	5 g	10%
Vitamin A, C		25%
Calcium		10%
Vitamin B1, B2, B6, B12		25%
Vitamin E		25%
Iron, Zinc		10%

E-7C

## A GREAT TASTING NEW SNACK AS PART OF A HEALTHY WAY OF LIFE

You know when you are doing well when it comes to your health...it shows and others notice...you feel good! Exercise and eating right are part of a healthy way of life. When it comes to in-between meals eating, it is difficult to find snacks that are both healthy and good tasting. Wouldn't it be nice to have a convenient healthy snack that satisfies your craving and actually tastes good.

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Available in the following savory flavors:

- Fresh Roasted Peanut Butter on Toasted Light Wheat
- Aged Cheddar on Crispy Multi-Grains Wheat
- American Cheese on Toasted Light Wheat
- Veggie Cream Cheese on Crispy Multi-Grains Wheat

A box of 8 convenient single serve packs is available for \$2.99.

### AMOUNTS PER 75 GM. SERVING

(Serving: One 75 gm. pack of 6 filled savory crisps)

Calories	185	
Calories from fat	26	
		<b>%DRV</b>
Total fat	3 g	4%
Saturated fat	0.5 g	3%
Cholesterol	0 g	0%
Sodium	130 mg	5%
Total Carbohydrate	34 g	7%
Dietary Fiber	2 g	12%
Sugars	4 g	
Protein	4 g	10%
Vitamin A, C		25%
Calcium		10%
Vitamin B1, B2, B6, B12		25%
Vitamin E		25%
Iron, Zinc		10%

E-4C

## A GREAT TASTING NEW SNACK AS PART OF A HEALTHY WAY OF LIFE

You know when you are doing well when it comes to your health...it shows and others notice...you feel good! Exercise and eating right are part of a healthy way of life. When it comes to in-between meals eating, it is difficult to find snacks that are both healthy and good tasting. Wouldn't it be nice to have a convenient healthy snack that satisfies your craving and actually tastes good.

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Available in the following savory flavors:

- Fresh Roasted Peanut Butter on Toasted Light Wheat
- Aged Cheddar on Crispy Multi-Grains Wheat
- American Cheese on Toasted Light Wheat
- Veggie Cream Cheese on Crispy Multi-Grains Wheat

A box of 8 convenient single serve packs is available for \$2.99.

### AMOUNTS PER 75 GM. SERVING (Serving: One 75 gm. pack of 6 filled savory crisps)

Calories	185	
Calories from fat	26	
		<b>%DRV</b>
Total fat	3 g	4%
Saturated fat	0.5 g	3%
Cholesterol	0 g	0%
Sodium	130 mg	5%
Total Carbohydrate	34 g	7%
Dietary Fiber	2 g	12%
Sugars	4 g	
Protein	4 g	10%
Vitamin A, C		25%
Calcium		10%
Vitamin B1, B2, B6, B12		25%
Vitamin E		25%
Iron, Zinc		10%

E-4

## A GREAT TASTING NEW SNACK AS PART OF A HEALTHY WAY OF LIFE

You know when you are doing well when it comes to your health...it shows and others notice...you feel good! Exercise and eating right are part of a healthy way of life. When it comes to in-between meals eating, it is difficult to find snacks that are both healthy and good tasting. Wouldn't it be nice to have a convenient healthy snack that satisfies your craving and actually tastes good.

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Available in the following savory flavors:

- Fresh Roasted Peanut Butter on Toasted Light Wheat
- Aged Cheddar on Crispy Multi-Grains Wheat
- American Cheese on Toasted Light Wheat
- Veggie Cream Cheese on Crispy Multi-Grains Wheat

A box of 4 convenient single serve packs is available for \$3.49.

### AMOUNTS PER 75 GM. SERVING

*(Serving: One 75 gm. pack of 6 filled savory crisps)*

Calories	185	
Calories from fat	26	
		<b>%DRV</b>
Total fat	3 g	4%
Saturated fat	0.5 g	3%
Cholesterol	0 g	0%
Sodium	130 mg	5%
Total Carbohydrate	34 g	7%
Dietary Fiber	2 g	12%
Sugars	4 g	
Protein	4 g	10%
Vitamin A, C		25%
Calcium		10%
Vitamin B1, B2, B6, B12		25%
Vitamin E		25%
Iron, Zinc		10%

E-5

## A GREAT TASTING NEW SNACK AS PART OF A HEALTHY WAY OF LIFE

You know when you are doing well when it comes to your health...it shows and others notice...you feel good! Exercise and eating right are part of a healthy way of life. When it comes to in-between meals eating, it is difficult to find snacks that are both healthy and good tasting. Wouldn't it be nice to have a convenient healthy snack that satisfies your craving and actually tastes good.

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This new snack is formulated by nutritionists to be full of flavor and wholesomeness because it is made with enriched grains and healthy ingredients. Each snack is golden baked to a delicious crunchy texture and filled with creamy low fat peanut butter or cheese and vegetable fillings. One serving gives you balanced nutrition according to the Food Guide Pyramid, providing you protein, fiber, and vitamins A, C, & E, yet is low in fat and cholesterol.

Available in the following savory flavors:

- Fresh Roasted Peanut Butter on Toasted Light Wheat
- Aged Cheddar on Crispy Multi-Grains Wheat
- American Cheese on Toasted Light Wheat
- Veggie Cream Cheese on Crispy Multi-Grains Wheat

A box of 4 convenient single serve packs is available for \$0.99

### AMOUNTS PER 75 GM. SERVING

(Serving: One 75 gm. pack of 6 filled savory crisps)

Calories	185	
Calories from fat	26	
		<b>%DRV</b>
Total fat	3 g	4%
Saturated fat	0.5 g	3%
Cholesterol	0 g	0%
Sodium	130 mg	5%
Total Carbohydrate	34 g	7%
Dietary Fiber	2 g	12%
Sugars	4 g	
Protein	4 g	10%

Vitamin A, C	25%
Calcium	10%
Vitamin B1, B2, B6, B12	25%
Vitamin E	25%
Iron, Zinc	10%

E-6



## A GREAT TASTING NEW SNACK AS PART OF A HEALTHY WAY OF LIFE

You know when you are doing well when it comes to your health...it shows and others notice...you feel good! Exercise and eating right are part of a healthy way of life. When it comes to in-between meals eating, it is difficult to find snacks that are both healthy and good tasting. Wouldn't it be nice to have a convenient healthy snack that satisfies your craving and actually tastes good.

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This new snack is formulated by nutritionists to be full of flavor and wholesomeness because it is made with enriched grains and healthy ingredients. Each snack is golden baked to a delicious crunchy texture and filled with creamy low fat peanut butter or cheese and vegetable fillings. One serving gives you balanced nutrition according to the Food Guide Pyramid, providing you protein, fiber, and vitamins A, C, & E, yet is low in fat and cholesterol.

- |   |  |
|---|--|
| • 185 calories (per 75 gr serving)                                | • more vitamin C than half a grapefruit            |
| • as much protein as a 1 oz. slice of oven-roasted chicken breast | • as much fiber as an apple                        |
| • as much carbohydrates as 1 cup of whole grain pasta             | • as much calcium as a 5 oz. glass of milk         |
| • low fat than a serving of low fat yogurt                        | • 25% of DRV for all essential vitamins & minerals |
| • no cholesterol  | • low in salt                                      |
| • crisps are baked, not fried                                     | • no sugar   |
|   | • use only natural sweeteners (fructose)           |

When a meal is hours away, but hunger is "*now*" This new snack is available in four savory flavors:

- great tasting honey roasted peanut
- or, three different great flavors of cheese
  - American
  - Cheddar
  - Cream Cheese with garden veggies

Each of the five new snack flavor varieties is available in three sizes

four serving bag, containing 24 filled savory crisps, for \$0.95

single serving size packs (6 filled savory crisps each), bundled 4 packs together, for \$0.99

single serving size packs (6 filled savory crisps each), sold individually for \$0.25

# Nutri-Crisps

## ... Heart-Healthy and Great Tasting

Too often you can't wait for that next meal, or there may not even be time for that next meal, or sometimes you really just don't feel like having a full meal. But, too many convenient snacks currently available aren't all that healthy or nutritious.

Nutri-Crisps are the snack you'll feel good about for yourself or to give your family because they are nutritious, healthy and taste great. They are fortified with a **special blend of nutrients**, including the **fiber** and **anti-oxidant vitamins** shown in recent scientific studies to help you avoid the health problems associated with heart disease and lower the risk of some types of cancer. Nutri-Crisps are also high in all essential vitamins and minerals, including calcium, and also provide you added protein.

Nutri-Crisps. One serving has only 185 calories, primarily from protein and healthy carbohydrates. So, it's a good source of energy that lasts longer than sugary snacks, but without spoiling appetites for the next meal. And, Nutri-Crisps are fortified with **added protein and essential vitamins, minerals, and dietary fiber** ... that you need and your family needs to keep going strong.

Nutri-Crisps are **great tasting** and ready-to-eat. Tasty, crunchy, multi-grain wheat crisps fortified with low fat nut, cheese and vegetable protein in addition to the essential vitamins and minerals. Nutri-Crisps are naturally healthy. You'll be amazed at all that it provides, yet nothing is added that doesn't belong:

- |   |  |
|---|--|
| • 185 calories (per 75 gr serving)                                | • more vitamin C than half a grapefruit            |
| • as much protein as a 1 oz. slice of oven-roasted chicken breast | • as much fiber as an apple                        |
| • as much carbohydrates as 1 cup of whole grain pasta             | • as much calcium as a 5 oz. glass of milk         |
| • low fat than a serving of low fat yogurt                        | • 25% of DRV for all essential vitamins & minerals |
| • no cholesterol  | • low in salt                                      |
| • crisps are baked, not fried                                     | • no sugar   |
|   | • use only natural sweeteners (fructose)           |

When a meal is hours away, but hunger is "**now**" This new snack is available in four savory flavors:

- great tasting honey roasted peanut
- or, three different great flavors of cheese
  - American
  - Cheddar
  - Cream Cheese with garden veggies

Each of the five new snack flavor varieties is available in three sizes

E 010

four serving bag, containing 24 filled savory crisps, for \$0.95

single serving size packs (6 filled savory crisps each), bundled 4 packs together, for \$0.99

single serving size packs (6 filled savory crisps each), sold individually for \$0.25

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- Aged Cheddar on Crispy Multi-Grains Wheat
- American Cheese on Toasted Light Wheat
- Veggie Cream Cheese on Crispy Multi-Grains Wheat

A box of 8 convenient single serve packs is available for \$2.99.

### AMOUNTS PER 75 GM. SERVING

(Serving: One 75 gm. pack of 6 filled savory crisps)

Calories	185	
Calories from fat	26	
		<b>%DRV</b>
Total fat	3 g	4%
Saturated fat	0.5 g	3%
Cholesterol	0 g	0%
Sodium	130 mg	5%
Total Carbohydrate	34 g	7%
Dietary Fiber	2 g	12%
Sugars	4 g	
Protein	4 g	10%
Vitamin A, C		25%
Calcium		10%
Vitamin B1, B2, B6, B12		25%
Vitamin E		25%
Iron, Zinc		10%

CONCEPT & TASTE TEST

1/25/00

163

Panelist #	
City	

**I HAVE A PRODUCT DESCRIPTION OF A NEW SNACK IDEA THAT I WILL READ OUT LOUD WHILE YOU FOLLOW ALONG. I ALSO HAVE SEVERAL EXAMPLES OF THIS NEW PRODUCT IDEA FOR YOU TO SEE (POINT TO SHOW SAMPLES). AFTER YOU HAVE READ THE PRODUCT DESCRIPTION, I WILL BE ASKING YOU A SERIES OF QUESTIONS TO UNDERSTAND YOUR OPINION OF THIS NEW FILLED SAVORY CRISP SNACK IDEA.**

Interviewer Note: Show concept to respondent. Read out loud while respondent follows along.

**WHEN ANSWERING THE FOLLOWING QUESTIONS, PLEASE CONSIDER THE ENTIRE LINE OF PRODUCTS YOU JUST READ ABOUT.**

1. Considering everything you've just read about this new filled savory crisp snack product, how interested would you be in buying them? (X ONE Box)

- 1 ☐ I definitely would buy them › (Skip To Qu. 3)  
2 ☐ I probably would buy them )  
3 ☐ I might or might not buy them )  
4 ☐ I probably would not buy them ) › (Continue With Qu. 2)  
5 ☐ I definitely would not buy them )

2. What keeps you from saying you definitely would buy one or more of this new filled savory crisp snack product? (Please Be As Specific As Possible)

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- 3a. Based on what you have seen and read, what are all the things you would like about this new filled savory crisp snack product? (Please Be As Specific As Possible)

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- 3b. On the other hand, based on what you have seen and read, what are all the things you would not like about this new filled savory crisp snack product? (Please Be As Specific As Possible)

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4. How often do you think you would buy one or more of this new filled savory crisp snack product if they were available where you shop? (X ONE B x)

- 1 ☐ Once a week or more often
- 2 ☐ Once every 2 or 3 weeks
- 3 ☐ Once a month/every 4 weeks
- 4 ☐ Once every 2 to 3 months
- 5 ☐ Once every 4 to 6 months
- 6 ☐ Once or twice a year
- 7 ☐ Less often than once a year
- 8 ☐ Never (Skip To Qu. 9)

5. What size package would you usually buy each time you bought this new filled savory crisp snack?  
(X ONE Box)

- 1 ☐ Single Serve Packs (6 filled savory crisps/Pack)
- 2 ☐ Multi Pack (4 Single Serve Packs/Multi Pack, total of 24 filled savory crisps)
- 3 ☐ Family Size Resealable Bag (24 filled savory crisps)

6. About how many packages would you usually buy each time you bought this new filled savory crisp snack product?  
(X ONE Box)

- 1 ☐ One
- 2 ☐ Two
- 3 ☐ Three
- 4 ☐ Four
- 5 ☐ Five or more

7. This new filled savory crisp snack product is available in four flavors. Which flavor do you think is the first one you would buy to try this new snack? (X ONE Box)

- 1 ☐ Fresh Roasted Peanut Butter on Toasted Light Wheat
- 2 ☐ Aged Cheddar on Crispy Multi-Grains Wheat
- 3 ☐ American Cheese on Toasted Light Wheat
- 4 ☐ Veggie Cream Cheese on Crisp Multi-Grains Wheat

8. Which flavor do you think you would usually buy? (X ONE Box)

- 1 ☐ Fresh Roasted Peanut Butter on Toasted Light Wheat
- 2 ☐ Aged Cheddar on Crispy Multi-Grains Wheat
- 3 ☐ American Cheese on Toasted Light Wheat
- 4 ☐ Veggie Cream Cheese on Crisp Multi-Grains Wheat

9. Are there any of these flavors that you would never buy? (X ALL That Apply)

- 1 ☐ Fresh Roasted Peanut Butter on Toasted Light Wheat
- 2 ☐ Aged Cheddar on Crispy Multi-Grains Wheat
- 3 ☐ American Cheese on Toasted Light Wheat
- 4 ☐ Veggie Cream Cheese on Crisp Multi-Grains Wheat

10. Which statement best describes how well you think you would LIKE or DISLIKE this new filled savory crisp snack product? (X ONE Box)
- 1 ☐ Like extremely well
  - 2 ☐ Like very well
  - 3 ☐ Like quite well
  - 4 ☐ Like somewhat
  - 5 ☐ Like slightly
  - 6 ☐ Not like at all
11. Considering a price comparable to other snacks, which statement best describes how you feel about the VALUE of this new filled savory crisp snack product? (X ONE Box)
- 1 ☐ Very good value
  - 2 ☐ Fairly good value
  - 3 ☐ Average value
  - 4 ☐ Somewhat poor value
  - 5 ☐ Very poor value
12. How would you rate this new filled savory crisp snack product in terms of being NEW AND DIFFERENT from other products? (X ONE Box)
- 1 ☐ Extremely new and different
  - 2 ☐ Very new and different
  - 3 ☐ Somewhat new and different
  - 4 ☐ Slightly new and different
  - 5 ☐ Not at all new and different
13. Based on the description you just read, which phrase best describes how believable you feel the statements made about this new filled savory crisp snack product are? (X ONE Box)
- 1 ☐ Completely believable
  - 2 ☐ Somewhat believable
  - 3 ☐ Neither believable nor unbelievable
  - 4 ☐ Somewhat unbelievable
  - 5 ☐ Completely unbelievable
14. Including yourself, who in your household would eat this new filled savory crisp snack? (X ALL That Apply)
- 1 ☐ Myself
  - 2 ☐ Spouse
  - 3 ☐ Other adult
  - 4 ☐ Child
  - 5 ☐ Guest
  - 6 ☐ Other (Specify): \_\_\_\_\_

**TRANSITION INTO THE TASTE TEST PORTION OF THIS QUESTIONNAIRE**

NOW WE WOULD LIKE FOR YOU TO TASTE THIS PRODUCT...THERE ARE THREE FLAVOR VARIETIES AVAILABLE TODAY FOR YOU TO CHOOSE FROM. PLEASE LIST YOUR FIRST, SECOND AND THIRD CHOICE FOR TASTING:

(WRITE RANK ORDER 1<sup>ST</sup>, 2<sup>ND</sup>, 3<sup>RD</sup> CHOICE)

FRESH ROASTED PEANUT BUTTER ON TOASTED LIGHT WHEAT

(Code G)

AGED CHEDDAR ON CRISPY MULTI GRAINS WHEAT

(Code H)

VEGGIE CREAM CHEESE ON CRISPY MULTI GRAINS WHEAT

(Code J)

**PLEASE NOW TAKE THIS QUESTIONNAIRE WITH YOU TO THE  
TEST ADMINISTRATOR, TO RECEIVE THE SAMPLE TO TASTE.**

**TASTE PORTION OF CONCEPT & TASTE QUESTIONNAIRE**

1. Considering everything about this new filled savory crisp snack you just tried for us, please indicate the one word or phrase which best describes your overall opinion of this new filled savory crisp snack? (X ONE BOX)

Excellent .....	1	[ ]
Very Good.....	2	[ ]
Good.....	3	[ ]
Fair.....	4	[ ]
Poor.....	5	[ ]

2. What are all the things you LIKED about this new filled savory crisp snack you just tried for us?  
(PLEASE BE AS SPECIFIC AS POSSIBLE)

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---

3. On the other hand, what are all the things you DID NOT LIKE about this new filled savory crisp snack you just tried for us? (PLEASE BE AS SPECIFIC AS POSSIBLE)

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4. Assuming these new filled savory crisp snacks were available in a store where you regularly shop, how likely would you be to buy this product in the future? (X ONE Box)

1	[ ]	I definitely would buy it
2	[ ]	I probably would buy it
3	[ ]	I might or might not buy it
4	[ ]	I probably would not buy it
5	[ ]	I definitely would not buy it

5. Considering everything, how well did these new filled savory snacks meet your expectations? That is, was this new filled savory crisp snack better than you expected, about the same as you expected, or not as good as you expected? (X ONE box)

1	[ ]	Better than I expected .....	GO TO QUESTION 6, THEN GO TO QUESTION 8
2	[ ]	About the same as I expected.....	GO TO QUESTION 8
3	[ ]	Not as good as I expected.....	GO TO QUESTION 7



6. In what ways were these new filled savory crisp snacks better than you expected? (Please be as specific as possible)

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7. In what ways were these new filled savory crisp snacks not as good as you expected? (Please be as specific as possible)

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8. Which statement best describes how much you LIKE or DISLIKE this new filled savory crisp snack product? (X ONE box)

- 1[ ] Like extremely well
- 2[ ] Like very well
- 3[ ] Like quite well
- 4[ ] Like somewhat
- 5[ ] Like slightly
- 6[ ] Not like at all

9. How would you rate this new filled savory crisp snack product in terms of being NEW AND DIFFERENT from other products? (X ONE box)

- 1[ ] Extremely new and different
- 2[ ] Very new and different
- 3[ ] Somewhat new and different
- 4[ ] Slightly new and different
- 5[ ] Not at all new and different

10. How would you rate the filled savory crisp snack, for each of the following attributes?  
(X ONE Box Across For EACH Of The Following Attributes)

	Excellent	Very Good	Good	Fair	Poor
a. Overall flavor.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
b. Outer Crisp Flavor.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
c. Inner Filling Flavor.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
d. Outer Crisp Texture.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
e. Inner Filling Texture.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
f. Outer Crisp Appearance.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
g. Inner Filling Appearance.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
h. Outer Crispiness/crunchiness.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
i. Freshness.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
g. Saltiness.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
h. Aftertaste.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
i. Size of snack.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
j. Shape of snack.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]

11. How would you describe the amount of the following characteristics found in the product?  
(X ONE Box For EACH)

	A Lot More Than I Like	A Little More Than I Like	Just The Right Amount I Like	A Little Less Than I Like	A Lot Less Than
a. Amount of outer Crisp flavor.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
b. Amount of inner filling flavor.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
c. Amount of the filling between this new snack.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
d. Amount of creaminess of the filling.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
e. Amount of crunchiness of the outer crisps.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
f. Amount of color of the outer Crisps.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
g. Amount of color of the inner filling.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
h. Amount of hardness of the outer Crisps.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
d. Amount of saltiness.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
d. Amount of aftertaste.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]
e. Amount of greasiness.....	1 [ ]	2 [ ]	3 [ ]	4 [ ]	5 [ ]

12. Considering everything about the new filled savory crisp snack you tried for us, which of the following phrases best describes how you would rate it? (X ONE BOX)

- 1 [ ] The best salted snack I have ever used or tried  
 2 [ ] Slightly better than any other salted snack I have ever used or tried  
 3 [ ] The same as any other salted snack I have ever used or tried  
 4 [ ] Slightly worse than any other salted snack I have ever used or tried  
 5 [ ] The worst salted snack I have ever used or tried

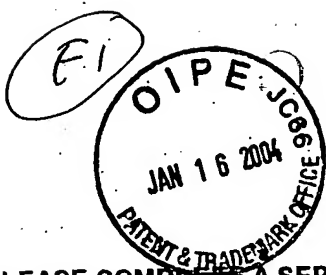
13. In the past 3 months, what are all the types and brands of snacks that you, yourself, used ?  
( WRITE ALL THAT APPLY)

TYPE (i.e., potato chips, etc.)

BRANDS


*Thank you for your help with this study. (Interviewer: Please check this questionnaire for completion before respondent leaves testing area.)*

**C&T 012500**



EARLY ACCEPTANCE TEST REQUEST  
REGULAR TASTE TEST

**PLEASE COMPLETE A SEPARATE TEST REQUEST FOR EACH 70 BASE TEST**

TODAY'S DATE 1/25/00 REQUESTED TEST DATE 1/26/00  
Panel Location local X or Secure \_\_\_\_\_

TEST TITLE Rainbow Snack Flavor Description Show Test  
leg number \_\_\_\_\_ total legs in sequence 1

Product Code Description

Cracker bars

PURPOSE OF TEST AND EXPECTED RESULTS: Building panel to be conducted at WHTC culinary center among P&G employees. Panelists will look at a display and fill out the questionnaire. Panelists will not consume any product.

TIME REQUIRED PER RESPONDENT: 5 to 7 minutes

PANELIST TASK: Look at display & fill out questionnaire *Example of display is attached - Hsin Tsai 1/25/00*

SPECIAL INSTRUCTIONS:

ARE THERE ANY NON-APPROVED INGREDIENTS IN ANY SAMPLE? NO X YES \_\_\_\_\_  
If yes complete a product clearance form

ARE YOU USING A NEW OR CHANGED QUESTIONNAIRE? NO \_\_\_\_\_ YES X  
A sample of the new questionnaire must be in the EAT office 3 days before the test

\*PATENT DIVISION SIGNATURE [Signature] 1/25/00 (Approved Product List Attached)  
**REQUIRED ON ALL TESTS** if not completed request will be returned and could cause a scheduling delay

REQUESTER'S NAME Hsin Tsai

PLEASE PRINT

REQUESTER'S SIGNATURE [Signature] PHONE # 4-3697

ROOM # F2N14 CHARGE# 7558

REQUESTER'S DEPARTMENT AND A.D. F&B NBD - A. J. Papa

THE SECURITY RISKS ASSOCIATED WITH THIS TEST HAVE BEEN REVIEWED AND ARE ACCEPTABLE: R. N. Reinhart

SIGNED BY PERSON AUTHORIZED FOR THIS RESPONSIBILITY

EAT PERSONNEL USE:

TEST DATE \_\_\_\_\_ LOCATION \_\_\_\_\_  
TIME \_\_\_\_\_  
DELIVER TIME \_\_\_\_\_  
GIVE DIRECTIONS YES \_\_\_\_\_ NO \_\_\_\_\_  
CROSS CHARGE YES \_\_\_\_\_ NO \_\_\_\_\_

RETURN TO: SOPHIA UPSON F2N18 WHTC

Panelist Name \_\_\_\_\_

Panelist ID \_\_\_\_\_

## SAVORY SNACK DESCRIPTION / SHOW TEST

Please view the new savory snack display sample before answering the following questions.

1) Please indicate which phrase best describes how well you LIKE or DISLIKE the appearance of this new snack:

(check one)

Like extremely well	1
Like very well	2
Like quite well	3
Like somewhat	4
Like slightly	5
Not like at all	6

2) Below is a list of possible flavor name descriptors for this new snack.  
(Note: you may also fill in your own flavor name descriptor suggestion.)

- a) Using Scale -A-, please indicate how well you think these names match the snack's appearance.
- b) In the far right column, indicate by using a check mark, your top two flavor name descriptors.

Flavor Descriptors Candidates	Scale -A- (check one box per flavor below)					Indicate ✓ top TWO choice
	Matches Extremely Well	Matches Very Well	Matches Somewhat	Matches Slightly	Does Not Match At All	
1) Toasted Nut Crackerbread						
2) Roasted Almonds Toast						
3) Savory Almonds Biscotti						
4) Light Toast with Almond Bits						
5) Crunchy Nut Focaccia Toast						
6) Roasted Almonds Crackerbread						
7) Toasted Almonds Focaccia						
8) Nutty Crunch Toast						
9) Roasted Almonds Focaccia Toast						
10) Crunchy Almonds Biscotti						
11) Savory Nut Toasted Flatbread						
12) Chopped Almonds on White Toast						
13) Roasted Nut Flatbread						
Other Suggestions?...Fill in below:						

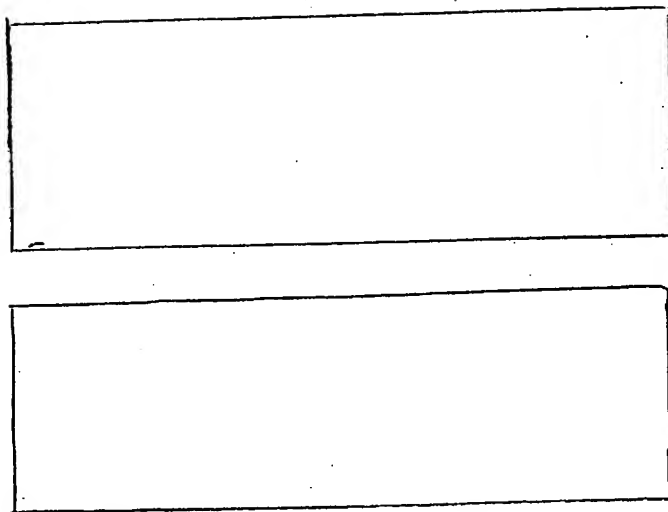
- 3) a) Using Scale -A-, please indicate how well you think the listed product identity descriptors match the snack's appearance.
- b) In the far right column, rank order the product identity descriptors according to your preference (for example, 1=top choice... 5=last choice, etc.).

Product Identity Descriptors	Scale -A- (check one box per flavor below)					RANK ORDER
	Matches Extremely Well	Matches Very Well	Matches Somewhat	Matches Slightly	Does Not Match At All	
1) Toast						
2) Biscotti						
3) Crackerbread						
4) Focaccia						
5) Flatbread						
Other Suggestions?...Fill in below:						

THANK YOU FOR YOUR ASSISTANCE.  
PLEASE RETURN QUESTIONNAIRE TO TEST ADMINISTRATOR.

Display

1.25 x 3.5 in





REQUESTED TEST DATE: **01/24/00**

Local Secured X

**F2 001**



CITY	
PANELIST NO.	

### FLAVOR SELECTION QUESTIONNAIRE

Attached you will find a list of various flavor ideas for a golden baked crackerbread snack. A crackerbread has all the wholesomeness of bread and is crunchy like a cracker. You will also see a list of creamy filling flavor ideas to be sandwiched together with the crackerbreads.

We would like you to provide us your opinion on the flavor ideas. When providing your answers, please consider your own flavor preference rather than that of your children or other members of your household.

Please turn the page and continue with the questionnaire. We appreciate your assistance.

## Golden Baked Crackerbreads Flavor Selections

- 1) Please indicate using Scale -A- how **APPEALING** each Crackerbread Flavor listed below is to you.
- 2) Next, indicate by using a check mark, the **top 5 (five)** Crackerbread Flavors that are most appealing to you.

<b>Golden baked Crackerbreads</b>	<b>Scale -A-</b> (check one box per flavor below)					<b>top five choices</b>
	Extremely Appealing	Very Appealing	Somewhat Appealing	Slightly Appealing	Not At All Appealing	
1) Whit Toasted						
2) Lightly Buttered White Toasted						
3) Toasted Light Wheat						
4) Crispy Cracked Wheat						
5) Crispy New York Rye						
6) Crunchy Corn Toasted						
7) Oats Bits on White Toasted						
8) Chopped Almonds on White Toasted						
9) Sour Dough Toasted						
10) Italian Herbs on White Toasted						
11) Crack d Pepper on Light Wheat						
12) Toasted Light Wheat Vegetable						
13) Pretzel Crisps with Rock Salt						
14) Toast d Onion Rye						
15) Medit ranean Olive Toast						
16) Crunchy Corn with Green Chillies						
17) Crunchy Sesame on Light Wheat						
18) Crunchy Honey Wheat						
19) Whole Wheat Walnut Crunch						
20) Crunchy Bran Muffin with Dried Apricots						

### Creamy Fillings Flavor Selections

- 1) Please indicate using Scale -A- how APPEALING each Filling Flavor listed below is to you.
- 2) Next, indicate by using a check mark, the top 5 (five) Filling Flavors that are most appealing to you.

Creamy Filling Flavors	Scale -A- (check one box per flavor below)					top five choices
	Extremely Appealing	Very Appealing	Somewhat Appealing	Slightly Appealing	Not At All Appealing	
A) American Cheese						
B) Aged Cheddar Cheese						
C) Jalapeno Cheddar Cheese						
D) Garlic Herb Cream Cheese						
E) Veggie Cream Cheese						
F) Herbal Ranch Cream Cheese						
G) Tangy Swiss Cheese						
H) Mozzarella & Sun Dried Tomatoes Cheese						
I) Sour Cream & Chives						
J) Tangy Pizza Cheese						
K) Nachos						
L) Fresh Roasted Creamy Peanut Butter						
M) Creamy Toasted Onion Cream Cheese						
N) Sharp Cheddar with Horseradish						
O) Sharp Cheddar with Toasted Walnuts						
P) Pepper Jack Cream Cheese						
Q) Creamy Cream Cheese						

PAGE 2  
Please continue to next page

3-a) In the space indicated below, write in your top 5 (five) Crackerbread Flavors Reference Numbers selected from page 1 exercise...for example, "1<sup>st</sup> Choice" is your very first choice for a Crackerbread Flavor, etc.

3-b) Next, look back over the complete list of Filling Flavors provided and write in the one (1) Filling Reference Letter that would be the most complimentary to your respective Crackerbread Flavor listed below. Note that you can use the entire list of filling flavors to make your selection...and you can also indicate a *filling flavor more than one time*.

	<u>Crackerbread Reference Number</u>	<u>Filling Flavor Reference Letter</u>
1 <sup>st</sup> Choice		
2 <sup>nd</sup> Choice		
3 <sup>rd</sup> Choice		
4 <sup>th</sup> Choice		
5 <sup>th</sup> Choice		

PAGE 3

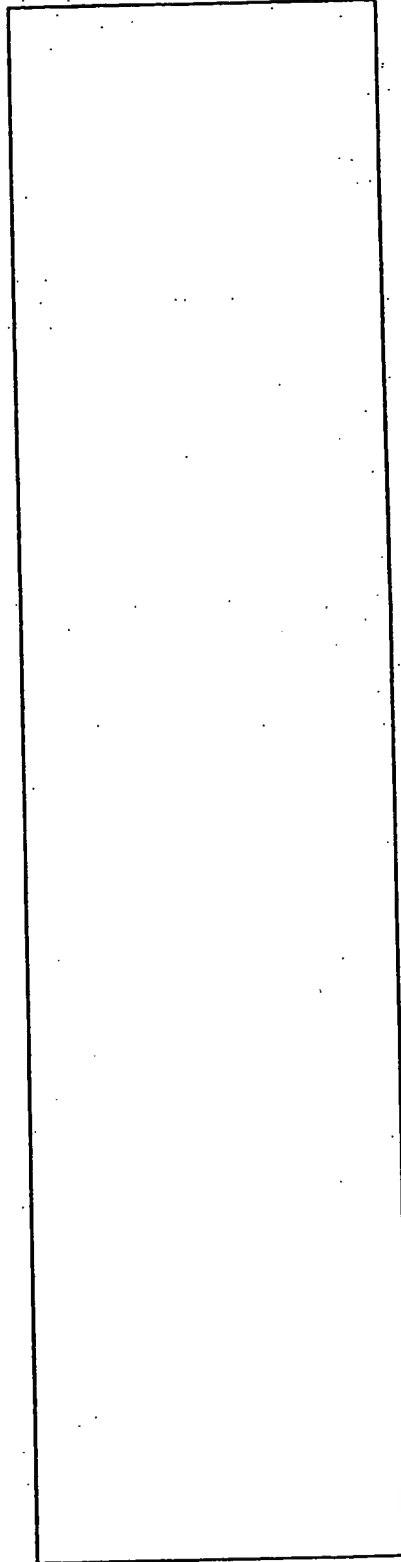
Please continue to next page

4-a) In the space below, indicate your top 5 (five) Filling Flavor Reference Letter selected from page 2 exercise....for example, "1<sup>st</sup> Choice" is your very first choice for a Filling Flavor, etc.

4-b) Next, look back over the complete list of Crackerbread Flavors provided and write in the one (1) Crackerbread Flavor Reference Number that would be the most complimentary to your respective Filling Flavors listed below. Note that you can use the entire list of Crackerbread Flavors to make your selection....and you can also indicate a Crackerbread Flavor more than one time.

	<u>Filling Flavor</u> Reference Letter	Crackerbread Reference Number
1 <sup>st</sup> Choice		
2 <sup>nd</sup> Choice		
3 <sup>rd</sup> Choice		
4 <sup>th</sup> Choice		
5 <sup>th</sup> Choice		

5) Lastly, please feel free to suggest any other Crackerbread or Filling Flavor combinations below you would like to have consid red:



PAGE 5

THANK YOU FOR YOUR PARTICIPATION IN THIS STUDY.

RETURN QUESTIONNAIRE TO TEST ADMINISTRATOR.

**PATENT CLEARANCE REQUEST FOR CONSUMER TESTING**

TODAY'S DATE: 01/14/00

REQUESTED TEST DATE: 01/24/00

BASE SIZE: 300 maximum

TEST LOCATION(S): Central Panel Operations (P&G Internal Resource Group-CMK)

Local        Secured X

TEST TITLE: Project Rainbow - Exploratory Cracker and Filling Flavor Selection Questionnaire (No Product Exposure)

NUMBER OF TEST LEGS: One

TOTAL LEGS IN SEQUENCE: N/A

PURPOSE OF TEST & EXPECTED RESULTS: To obtain preliminary consumer acceptance and reaction of n w cracker and filling flavor ideas for "pipeline flavors" development direction on Rainbow.

**TEST DESCRIPTION:**

- Central Panel Operations' test sites for week of 1/24/00 will be three cities (Tampa, Fla., Columbia, S.C., Reading, Pa.).
- Central Panel Operations is managed by P&G Internal Resource Group under CMK.
- Panelists are recruited by Central Panel Operations via church and school groups to a central test site in specified city.
- Respondents will be asked to complete the attached questionnaire and return it to the test administrator. Completed questionnaire will be returned to Rainbow project personnel by way of Central Panel Operations delivery system.

TIME REQUIRED PER RESPONDENT:

**PANELIST TASK:**

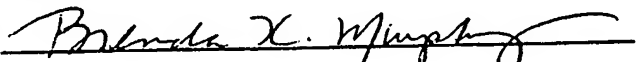
Panelists are asked to complete questionnaire.

**SPECIAL INSTRUCTIONS:**

PATENT DIVISION SIGNATURE  1/17/00

Required on all tests—if not completed, request will be returned and could cause a scheduling delay.

REQUESTER'S NAME: Brenda K. Murphy

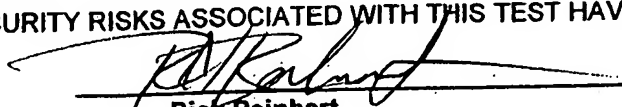
REQUESTER'S SIGNATURE:  PHONE: 634-4948

ROOM LOCATION: F2M06-WH

DEPT. CHARGE NUMBER: 7558

REQUESTER'S DEPARTMENT & MANAGER'S NAME: F&B New Business Development / Rick Reinhart

THE SECURITY RISKS ASSOCIATED WITH THIS TEST HAVE BEEN REVIEWED AND ARE ACCEPTABLE:

  
Rick Reinhart

(Signed by person authorized for this responsibility)

CITY	
PANELIST NO.	

### **FLAVOR SELECTION QUESTIONNAIRE**

**Attached you will find a list of various flavor ideas for a golden baked crackerbread snack. A crackerbread has all the wholesomeness of bread and is crunchy like a cracker. You will also see a list of flavors creamy filling ideas to be sandwiched together with the crackerbreads.**

**We would like for you to provide us your opinion on the flavor ideas. When providing your answers, please consider your own flavor preference rather than that of your children or other members of your household.**

**Please turn the page and continue with the questionnaire. We appreciate your assistance.**



## FLAVOR SELECTION QUESTIONNAIRE

1) Please check the top 5 (five) crackerbread flavors that are appealing to you:

Golden baked Crackerbreads	✓ top five choices
1) White Toasted	
2) Lightly Buttered White Toasted	
3) Toasted Light Wheat	
4) Crispy Cracked Wheat	
5) Crispy New York Rye	
6) Crunchy Corn Toasted	
7) Oats Bits on White Toasted	
8) Slivered Almonds on White Toasted	
9) Sour Dough Toasted	
10) Italian Herbs on White Toasted	
11) Cracked Pepper on Light Wheat	
12) Toasted Light Wheat Vegetable	
13) Pretzel Crisps with Rock Salt	
14) Toasted Onion Rye	
15) Mediterranean Olive Toast	
16) Crunchy Corn with Green Chilies	
17) Crunchy Sesame on Light Wheat	
18) Crunchy Honey Wheat	
19) Whole Wheat Walnut Crunch	
20) Crunchy Bran Muffin with Dried Apricots	

PAGE 1

Please continue to next page

2) Please check the top 5 (five) filling flavors that are appealing to you:

FILLING FLAVORS	✓ top five choices
A) American Cheese	
B) Aged Cheddar Cheese	
C) Jalapeno Cheddar Cheese	
D) Roasted Garlic Cream Cheese	
E) Veggie Cream Cheese	
F) Herbal Ranch Cream Cheese	
G) Tangy Swiss Cheese	
H) Mozzarella & Sun Dried Tomatoes Cheese	
I) Sour Cream & Chives	
J) Tangy Pizza Cheese	
K) Nacho Cheese	
L) Fresh Roasted Creamy Peanut Butter	
M) Creamy Toasted Onion Cream Cheese	
N) Sharp Cheddar with Horseradish	
O) Sharp Cheddar with Toasted Walnuts	
P) Creamy Cream Cheese	

PAGE 3

Please continue to next page

RB-FLAVOR05

3) Using both the crackerbread and filling listings (from Q1 & Q2), please list your top five favorite flavor combination in order of preference:

(Example: 4-D)

	crackerbread Reference Number	filling Reference Letter
1 <sup>st</sup> Choice		
2 <sup>nd</sup> Choice		
3 <sup>rd</sup> Choice		
4 <sup>th</sup> Choice		
5 <sup>th</sup> Choice		

PAGE 3

THANK YOU FOR YOUR PARTICIPATION IN THIS STUDY.  
RETURN QUESTIONNAIRE TO TEST ADMINISTRATOR.

**PATENT CLEARANCE REQUEST FOR CONSUMER TESTING**

TODAY'S DATE: 11/30/99

REQUESTED TEST DATE: 12/1 & 3/99

BASE SIZE: P&G Employee Focus Groups— ne group each day with ~ 10 employees per group

TEST LOCATION(S): WHTC (International Bldg. & Foods Bldg.)

Local X (US)

Secured X

TEST TITLE: Exploratory Focus Groups Among pre-screened P&G Employees who have heart health and/or diabetes concerns

NUMBER OF TEST LEGS: two (2) -- Adults

TOTAL LEGS IN SEQUENCE: na

PURPOSE OF TEST & EXPECTED RESULTS: To understand habits & practices of these specific target groups as well as gain preliminary product acceptance of the Rainbow product idea.

**TEST DESCRIPTION:**

- CMK pre-recruited P&G employees specifically for heart and/or diabetic health concerns.
- Focus groups will be conducted in P&G secured facility with Rainbow Project Team Members present.
- Rainbow Nutrition Fact Statement and Mattson prototypes will be shown ONLY (re: no take home) for consumer reaction.
- Project Team Members will maintain control of the product and Nutritional Fact Statements at all times.

TIME REQUIRED PER RESPONDENT:

**PANELIST TASK:**

Panelists are asked to participate in the focus groups discussions.

**SPECIAL INSTRUCTIONS:**

PATENT DIVISION SIGNATURE \_\_\_\_\_

Required on all tests—if not completed, request will be returned and could cause a scheduling delay.

REQUESTER'S NAME: Brenda K. Murphy

REQUESTER'S SIGNATURE: Brenda K. Murphy PHONE: 634-4948

ROOM LOCATION: F2M06-WH DEPT. CHARGE NUMBER: 7558

REQUESTER'S DEPARTMENT & MANAGER'S NAME: F&B New Business Development / Rick Reinhart

THE SECURITY RISKS ASSOCIATED WITH THIS TEST HAVE BEEN REVIEWED AND ARE ACCEPTABLE:

Rick Reinhart 11/30/99  
Rick Reinhart

(Signed by person authorized for this responsibility)

## Rainbow Nutritional Facts

Serving Size: 38 gm.

Servings per container: 6 filled sandwiches \*\* (1 serving)

Amount Per Serving		
Calories	100	Calories from Fat 20
		% Daily Value*
Total Fat	2.5 g.	4 %
Saturated Fat	0.5 g.	3 %
Cholesterol	0 mg.	0 %
Sodium	130 mg.	5 %
Total Carbohydrate	20 g.	7 %
Dietary Fiber	3 g.	12 %
Sugars	4 g.	
Protein	6g. (2.5 g. Soy Protein)	
Vitamin A		25%
(or Beta Carotene)		25%
Vitamin B6		25%
Vitamin B12		25%
Vitamin C		25%
Calcium		25%
Vitamin E		25%
Thiamin		25%
Niacin		25%
Riboflavin		25%
Iron		10%
Zinc		10%

Label Claims:

Low Fat

Low in Saturated Fat

Low in Cholesterol or Cholesterol Free

Good Source of Dietary Fiber

Good Source of Protein

Excellent Source

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Good Source

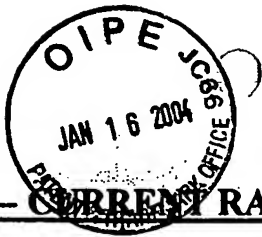
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\*Percent Daily Values are based on a 2000 calorie diet.

\*\*Current product options are peanut butter or cheese fillings on an cracker type execution.

rb-nt02

11/30/99



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## REVISED - CURRENT RAINBOW CONCEPT RTB:

These new snack are nutritionist formulated with natural ingredients and golden baked for a deliciously enjoyable taste. One serving is low in calories, fat, sodium & cholesterol and will fill the in-between meals hunger times in a healthful way because these snacks are rich in nutrients that follow the Food Guide Pyramid for:

- ...as much calcium as a glass of milk 1291 mg Ca
- ...as much protein as a serving of oven roasted chicken breast 7.8-5.7 g
- ...as much fiber as an apple 3.8 grams
- ...as much carbohydrates as in 1 1/2 cup of whole grain pasta 37.2 g
- ...low in fat like a serving of low fat yogurt 2.6 - 4.0 g fat
- ...has 25% of the Daily Recommended Value of essential vitamins, antioxidants & minerals
- ...and is only 100 calories per serving

185 → 150

These delicious new snacks comes in a variety of convenient flavorful forms including snack bars, filled snack bars, crispy & crunchy munchies, and filled crackers that can go anywhere with you for your on-the-go lifestyle.

The variety of convenient forms will be available in both sweet & salty healthy snack versions, packaged in single and family serving sizes and priced comparable to other snacks.

- 1 Tenbar two phase - filled snack bar
- 2 Protein No
- 3 Fiber No
- 4 Yes Fat

G-gap06

(12/99)

174  
36  
21.6

69 cal  
2.0 grams protein  
4.9 grams fat  
1.12 g fiber  
S.d f  
70  
2.9 g  
1.62 g fiber  
2.16 g fat

**REVISED -- RAINBOW CONCEPT RTB TO REFLECT PATENT INPUT FOR  
NON-CDA & NON-EXPOSURE COUNT CONSUMER EXPOSURE:**

These new snack are nutritionist formulated with natural ingredients and golden baked for a deliciously enjoyable taste. One 75 gm. serving is low in calories, fat, sodium & cholesterol and will fill the in-between meals hunger times in a healthful way because these snacks are rich in nutrients that follow the Food Guide Pyramid for:

- ...as much calcium as a glass of milk
- ...as much protein as a one oz. serving of oven roasted chicken breast
- ...as much fiber as an apple
- ...as much carbohydrates as in one cup of whole grain pasta
- ...low in fat like a serving of low fat yogurt
- ...has 25% of the Daily Recommended Value of essential vitamins,  
antioxidants & minerals
- ...and is only 185 calories per serving

These delicious new snacks comes in a variety of convenient flavorful forms including snack bars, filled snack bars, crispy & crunchy munchies, and filled crackers that can go anywhere with you for your on-the-go lifestyle.

The variety of convenient forms will be available in both sweet & salty healthy snack versions, packaged in single and family serving sizes and priced comparable to other snacks.

8/27/99 bkm

G-gap06-r